

The DALLAS Magazine

Official Publication of the Dallas Chamber of Commerce

Volume 10, No. 7

JULY, 1931

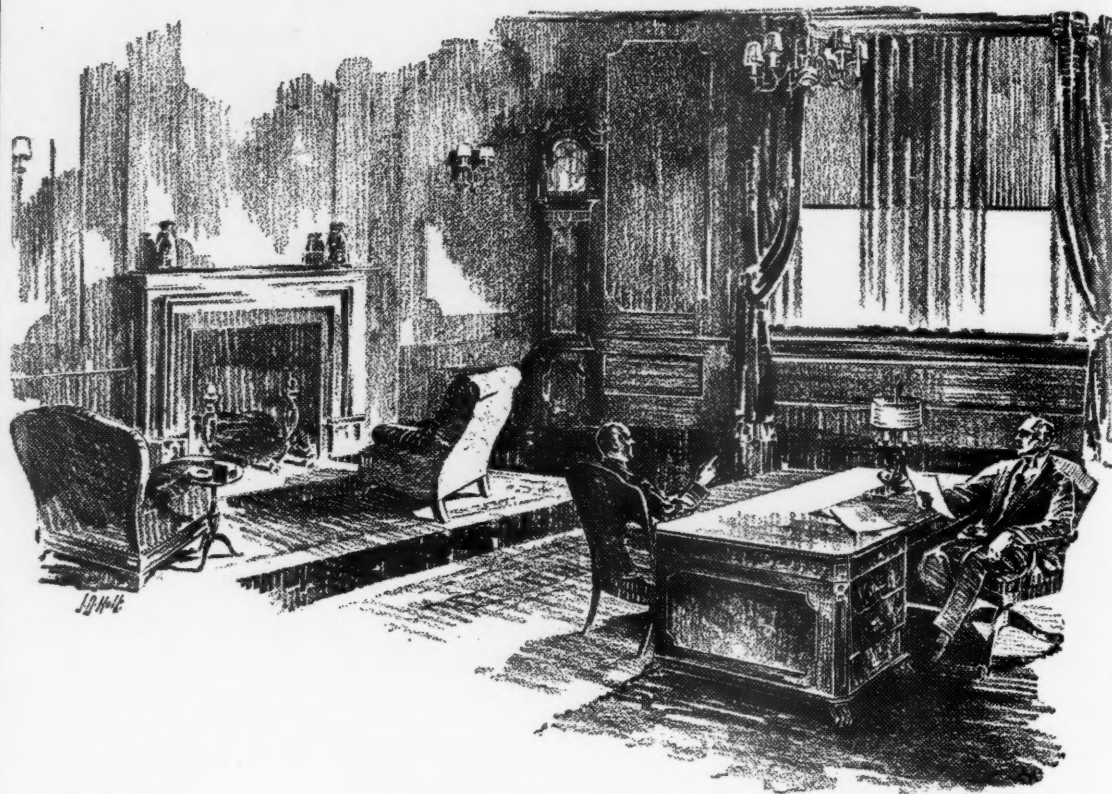
Price, 15 Cents



New Photograph of Dallas' Skyline from Cadiz Bridge. By McAnally, Commercial Photographer.

In This Issue:

TEXAS, PRESENT AND FUTURE » « THE CHALLENGE
OF THE TRINITY » « RECENT LEGISLATION » «
INDUSTRIAL NEWS » « WHO'S WHO » « VOCATIONAL SCHOOL » « MONTHLY
STATISTICS » « BETTER RETAILING » « PORCELAIN ENAMEL PLANT » « FIRE PREVENTION



Does...
the office
he occupies
reflect his
importance?

Let us submit ideas
and estimates for
furnishing your
new office or re-
furnishing your old
one. No obligation.

Those who have business dealings with executives of leading establishments usually judge the importance and the taste of an executive by his surroundings. In this day of modern business, the man who makes decisions . . . major or junior executive . . . must be equipped with the right kind of office setting if he is to work at his best. Conditions of comfort, comparable to those he enjoys at home, supply the needed relaxation he should have to work at full efficiency. The Doten-Dunton Desk Company have specialized for more than a quarter of a century in the equipment of livable offices, executed in the best of taste and interior decoration.

STEWART OFFICE SUPPLY Co.

STATIONERS — OFFICE OUTFITTERS

Stewart Building

Commerce at Lane Street

Savage or Civilized

Primitive Man Spends His Life Placating
the Forces of Nature--Modern Man Puts
Them to Work

ELECTRICITY is a terror to the savage and a slave to the civilized. And incidentally this distinction describes approximately the difference between the aborigine and his better educated brother: Neither creates a single force in nature's scheme; but one knows how to use these forces and the other one does not.

How civilized we are is measured, largely, by how much we make use of modern advantages. In the United States each of us measures his individual wealth and position in his community by the modern advantages he has—our neighbors rate us by the home we live in, the car we drive, the leisure we enjoy and the new conveniences we adopt before they become commonplace through general adoption.

Nearly everywhere else in the world the man who works for a wage is expected to do with as few as possible of the modern advantages. But the American standard of living is just the reverse—each of us is taught in school, through newspapers and magazines of all kinds and in all kinds of advertising, to expect and to strive for as many as possible of the modern advantages. And consequently, nowhere in the world is life as easy or work as pleasant as here in the U. S. A.

When each of us every day so unconsciously presses

any one of the scores of buttons that release the magic of electricity, we seldom realize that this marvel of a century ago, this luxury of our fathers and this commonplace commodity of our own time, is one of the cheapest items that make possible the American standard of living. And the moment we hear of new uses of this marvelous thing called electricity we seldom realize that the history of each electrical advantage which we already enjoy is being repeated.

If there is a single thing of our times that typifies our American civilization, it is electricity. We are not only the world's most electrical nation, but every family in America looks forward to complete operation of the home by electricity. Those of us who use it most completely not only benefit from its added convenience, comfort and pleasure, but also from the fact that the more of it we use the less it costs.

When next you are faced with a decision involving the use of electricity or some other method of accomplishing something you want done — decide electrically. Every day that you live will demonstrate that you chose wisely. For America is already in the golden age of electricity where complete service and extreme economy go hand in hand.

Attention, Dallas Electricians, Electrical Contractors, Architects and Builders.

Whenever you contribute to the repairing, remodeling or new building of a Dallas structure of any kind for any purpose, bear in mind that the engineering service of the Dallas Power & Light Company furnishes gratis every type of expert specialized consulting assistance that you may wish—as a supplement to your own thinking—from a clearing house of all electrical problems and their varied solutions. Capitalize on this. It is not for sale to anyone. Yet it can prove a valuable adjunct to your own vital service.

Phone 2-9321

Separate Departments under competent engineers specialize in INDUSTRIAL, COMMERCIAL and RESIDENTIAL problems embracing every use of electricity. Phone 2-9321 and ask for the desired department.

Dallas Power & Light Company

**Statement of Condition at
Close of Business, June 30, 1931**

First National Bank

**in Dallas
Dallas, Texas**

ASSETS

Loans and Discounts	\$53,985,886.58
United States Bonds to Secure Circulation	2,945,000.00
Other United States Securities Owned	7,614,450.00
Stock in Federal Reserve Bank	300,000.00
Other Stocks and Bonds	5,857,573.45
Furniture and Fixtures	238,386.02
Real Estate and Banking House	2,459,700.00
Other Real Estate	1,119,685.86
Customers' Liability Account Letters of Credit	231,400.67
Customers' Liability Acceptances (Less Anticipation)	702,912.78

CASH

On Hand and with Federal Reserve

Bank	\$ 9,344,720.31	
With Other Banks	14,367,468.13	
With United States Treasurer	147,250.00	23,859,438.44
Total		<u>\$99,314,433.80</u>

LIABILITIES

Capital Stock Paid In	\$ 8,000,000.00
Surplus Fund	2,000,000.00
Undivided Profits, Net	4,842,918.02
Reserved for Contingencies	216,500.00
Reserved for Taxes, Etc.	261,819.08
Circulation	2,945,000.00
Letters of Credit Outstanding	231,400.67
Acceptances Executed for Customers	705,765.87

DEPOSITS

Individual	\$57,820,917.08	
Banks and Bankers	18,490,521.52	
United States Government	3,799,591.56	80,111,030.16
Total		<u>\$99,314,433.80</u>

DALLAS TO CORPUS CHRISTI

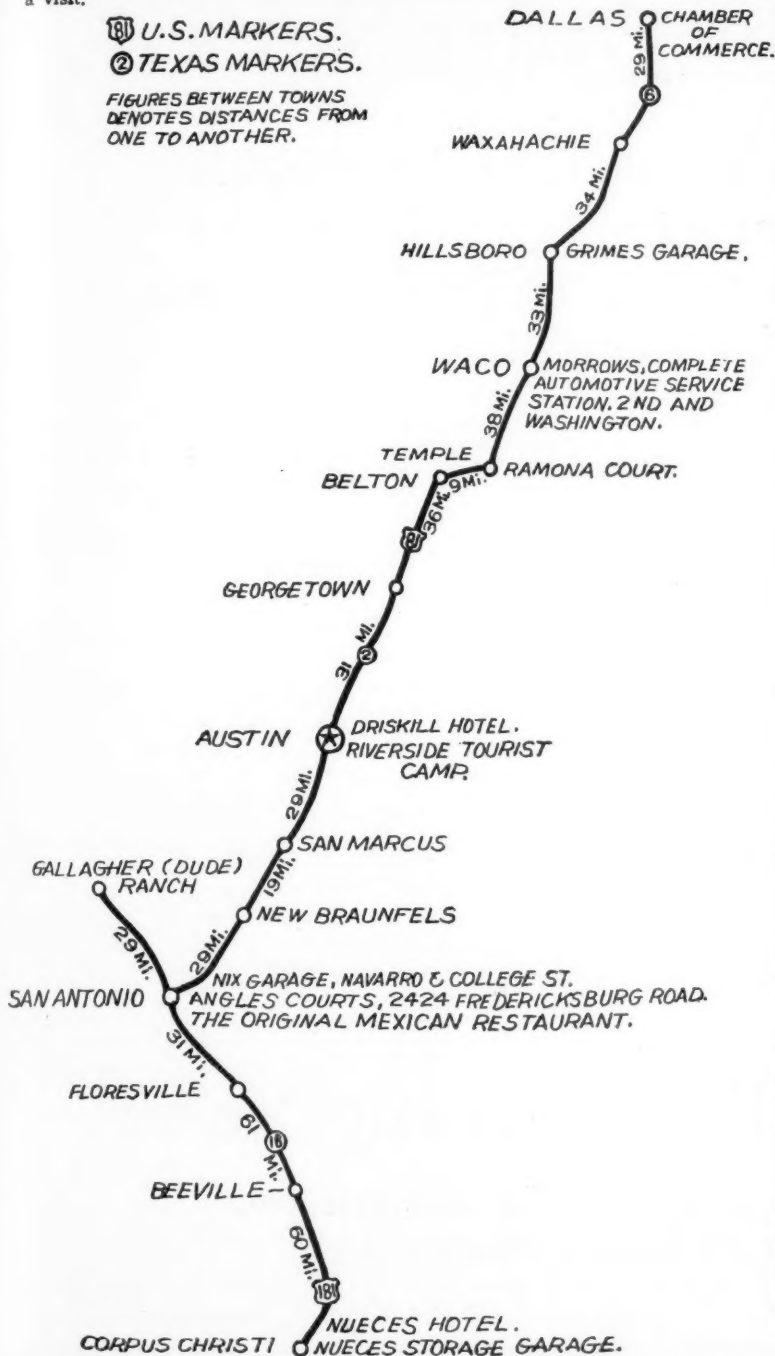
Via Hillsboro, Waco, Temple, Austin and San Antonio » » 439 Miles

Appreciating the fact that no State has more to offer the vacationist than Texas, we present in this issue of "DALLAS" the third of a series to appear monthly, which we trust will serve to induce many natives of our State, as well as motorists from other States, to "TOUR TEXAS THIS SEASON".

May we especially call your attention to the list of high-class business firms appearing on our log—each of which is anxious to assist you in any way possible, that your visit to their city may prove to be a pleasant one. Pay them a visit.

① U.S. MARKERS.
② TEXAS MARKERS.

FIGURES BETWEEN TOWNS
DENOTES DISTANCES FROM
ONE TO ANOTHER.



Texas Governor

Joins the "DALLAS", and other Civic and Commercial bodies of the State in extending a hand of welcome to the people of the UNITED STATES to spend their vacations in Texas.

His message reads:

"On behalf of the people of the State of Texas, it is my pleasure and privilege to extend to you a welcome TO TOUR IN TEXAS THIS SEASON.

"I trust you will take advantage of the numerous points of interest, both recreational and industrial, and sincerely hope that your summer vacation will be productive of much pleasure.

"Sincerely,

R. S. STERLING,
Governor."

Advertisers Profit From The Confidence Reposed In The Dallas News

*No Less Than In Its Thoroughly
Representative Coverage
of Texas' No. 1 Market Area*

It has been a long time since people of this territory first recognized the strength and leadership of *The Dallas News*, but the years have sunk the foundations of confidence always deeper and deeper. Today the "pulling power" of *The Dallas News* is by far the greatest in history.

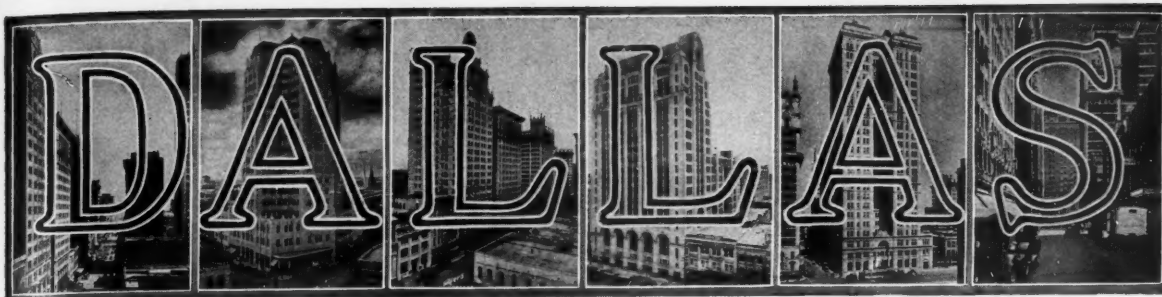
News readers are substantial people—people it pays to tell and sell. They are the buying-power strata of the whole Dallas territory.

And—*Dallas News* readers are thorough readers. Thoughtful, responsive, cover-to-cover readers.

Your advertisement has a *real chance* in a paper like that!

The Dallas Morning News

*Supreme In Circulation and Influence
In the Dallas Market Area*



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 10

JULY, 1931

Number 7

Texas -- Present and Future

By R. L. THORNTON

President Industrial Dallas, Inc.

It is difficult to talk to Texans about Texas, yet in this vast empire, we have much to know and to talk about and much that is of particular interest to Texas and the Nation as a whole at this time in the world's history. To get a clear vision of the future of Texas, we must survey briefly what we have today, for the future of Texas must be predicated upon Texas of today for where we now stand, the future begins and while we know and are interested in the Texas of today and tomorrow, we are likewise proud of her progress and development in which many of you and particularly your association has played a most important part—yet do we appraise and correlate just what we have in its proper proportion and relation to the Nation's and world's supply and world markets? Isn't it possible that we are so close to the picture that in our daily routine, we fail to see it in its fullest glow and to fully realize its present and future importance? I, therefore, want to refresh your memory on just a few of our most important major resources in order to fix in your vision the Texas of the future.

Texas closed its most noteworthy decade of growth of population in 1930, the total population being 5,824,715 as against a population of 4,663,288 in 1920, representing an increase of 1,161,487 or 24.09 percent gain. The increase in number of population during the decade from 1920 to 1930 was the greatest in the history of the state, with a total land area of 262,398 square miles. Texas has a

On this page is reproduced a speech delivered by R. L. Thornton, President of Industrial Dallas, Inc., before the convention of the Texas Press Association in San Angelo June 12. The message has been widely and favorably commented on by the Texas press, giving as it does such a clear picture of industrial Texas as it is today and as it may become in the future.

population of 22.2 per square mile in 1930 as against 17.08 in 1920 and it is interesting to note that of the 4,663,228 population in 1920, those born in Texas numbered 3,308,311, or 75% of her population being native born.

So at the same rate of increase in population as shown during the decade from 1920 to 1930, Texas in 1950 will have a population of 8,147,289 and taking into consideration the increased percentage gain during the last decade, it is not too much to expect that Texas will have a population of 8½ million by the end of the next 20 years or 1950 and this fact alone is going to play a very important part in the future of Texas for after all there is no one to do business with except people.

We all of course know that for the last 12 consecutive years, Texas has led the states of the nation in the value of agri-

cultural crops, the average annual crop value over a 10 year period being \$687,335,500, but do you realize that of the total area of the state consisting of 167,934,720 acres, that only 18.4% is in cultivation and yet Texas leads the states of the nation in the value of agricultural production and undeniably, the present cultivated area of the state could be doubled, leaving 64% of her acres untouched by plow. Isn't this fact alone going to play an important part in the future development of Texas and while some may be discouraged now by the under consumption of our agricultural crops, the time will come when Texas and the world will need her maximum diversified crop production.

At the beginning of the current century, the total value of products of Texas' manufacturing industries was less than \$100,000,000 per year. At present, it is estimated at more than \$1,200,000,000 per annum and there has been marked advance in the manufacturing industries in Texas during the last two years yet we have a young agricultural and livestock state, manufacturing representing annually approximately \$1,200,000,00 and certainly just in its infancy from a manufacturing point of view.

Not so frequently talked of but of vast importance to the whole structure of Texas for development and progress means the use of lumber. The lumber industry, itself, produces from forty to fifty millions annually from its 160 mills
(Continued on page 20)

The Challenge of the Trinity River

By W. S. MOSHER

IF I owned the city of Dallas, it would be a sound business investment for me personally to put up all the money necessary for making the Trinity River a canal, because in two years I would save enough to more than pay for the entire cost of the project, provided the saving in freight rate were even as small as five cents per hundred pounds." Courageous words, flung like a torch from the hands of a great business leader who has passed on. The words are a heritage from Colonel Frank P. Holland and were uttered in March, 1916. They stand as a challenge to modern business leaders of the city of Dallas.

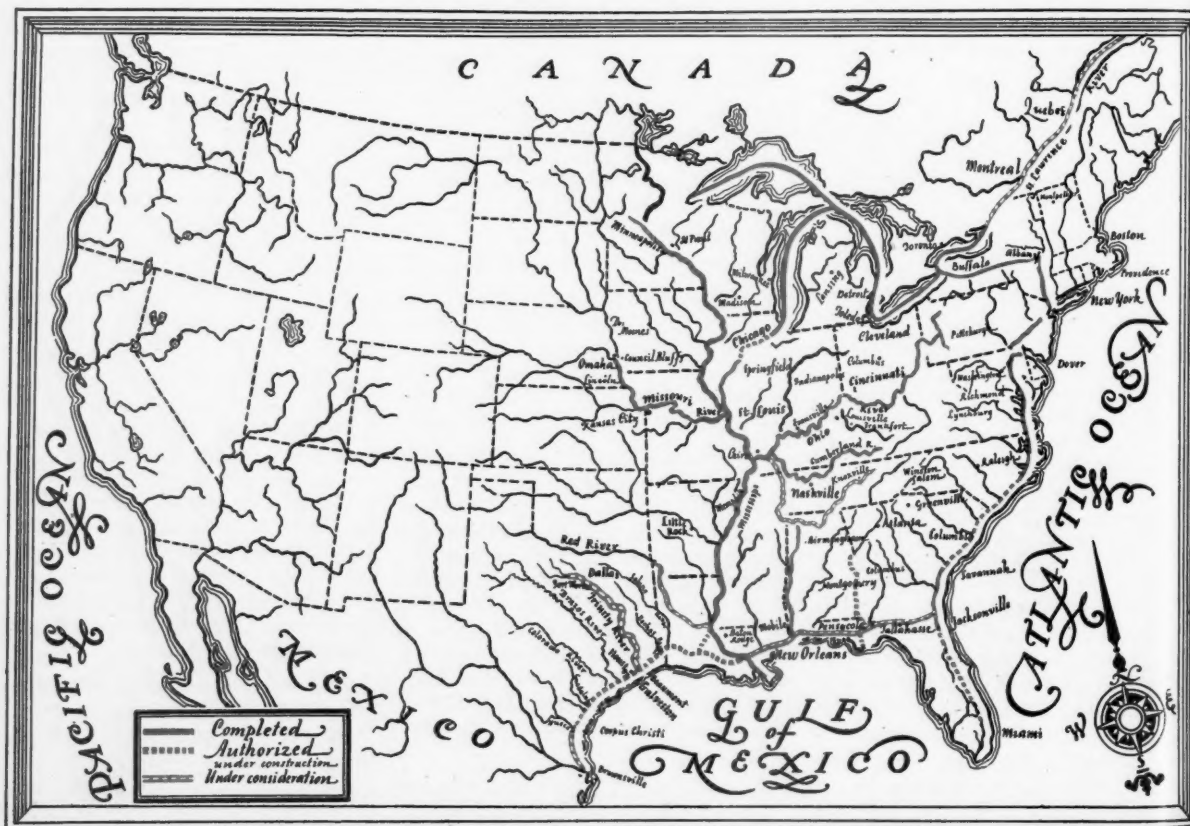
Holland, Keating, Philp, Hobson, Duke and Duncan. These, and many others bequeathed us the dream and the fruits of their past efforts. Did the same indomitable courage that drove them on and on in the face of defeat after defeat also come down as heritage? That remains to be seen. The challenge of the Trinity, and the manner in which Dallas business men meet that challenge will determine the answer.

In their day they faced a hostile, or indifferent government, as far as inland waterway development was concerned. Today the attitude of the government is most friendly toward such projects. Since their day this government has constructed the preatest inland waterway system in the world. Former canal advocates had only a Trinity River tapping a gulf outlet. Today this same Trinity River forms a junction affording direct connection with the intra-coastal canal and from there into the great Mississippi River system. Today the Trinity River project is not local in its aspects. It is of vital interest to every major city at present enjoying the benefits of inland water transportation, because, when completed and in service it will permit these cities to tap this great southwestern section, which enjoys an annual purchasing power of some \$6,000,000,000 with a lower transportation cost. You may rest assured that the eyes of the North and East are anxiously turned toward Texas and the Trinity River. In what manner will Dallas business leaders stand up under

that scrutiny? Here is an issue which must be met with deeds, not words and resolutions.

To my mind there are two qualities essential to human progress. These two qualities are courage and vision. Those who lack them fall by the wayside while their possessors drive on to greater heights. In the matter of canalization of the Trinity River both courage and vision play their dominating parts. We are face to face with this issue which flings a challenge to our courage. Do Dallas business leaders possess the vision necessary to whip that courage into action? On this point too the Trinity offers its challenge. Do our business leaders, driving over the new channel of the river as it winds under the new viaducts see only a small stream that most certainly is not now adequate to carry water transportation and also most certainly presents apparently small opportunity to carry such transportation? Do they see this, or have they the vision to see the tremendous lakes costing millions of dol-

(Continued on page 30)



Recent Legislation and Decisions

THE following is a copy of a letter from the Attorney General of Texas to L. G. Phares, Chief, Texas State Highway Patrol, and sets out clearly the designation between commercial and pleasure vehicles:

"This will acknowledge your recent inquiry regarding the subject which we have discussed many times, and one which seems to be causing so much difficulty and disturbance throughout the State, and especially the eastern section thereof, as to a commercial motor vehicle.

"From the numerous protests which you advise have reached you from citizens of all sections of the State and from the many protests which have been filed in this office regarding the enforcement of the law relating to commercial motor vehicles, I certainly do agree with you that some means should be devised through which there could be and would be some uniformity of enforcement of the registration laws of the State, as they relate to commercial motor vehicles.

"The various interpretations placed upon the definition of a commercial motor vehicle by the different officers of the various counties of the State has caused much confusion. As for instance, we have had many complaints in this office and I assume that you must have had the same, especially to the effect of persons operating an ordinary passenger car in some portions of the State under an ordinary passenger car license plate and upon driving that car into other portions of the State, they were required to purchase and place on the vehicle commercial licenses, and upon entering still another portion of the State, or upon their return to their place of residence, they would be immediately accosted, usually by local enforcement officers, and required to restore the pleasure car license plates. This is only one instance and example of the confusion which has arisen and many others could be quickly enumerated.

"Since you have requested our opinion as to the application of the law as applied to commercial motor vehicles, it would perhaps not be out of place for me to suggest that, in order that there may be some uniformity of enforcement throughout the State, that the rule which I shall lay down hereinafter should be

sent to the various officials and agencies with the suggestion that it may be of interest to them and with a request for their cooperation in this matter to the end that the citizenship of this State may not be unduly harassed with registration matters.

"The statutes define a commercial motor vehicle as meaning:

"Any motor vehicle other than a motorcycle designed or used for the transportation of property, including every vehicle used for delivery purposes."

"You are advised that, under this definition, two classes of cars are commercial motor vehicles: First, those cars which are designed for the transportation of property. This will include all trucks and such other cars as are designed primarily for the purpose of the transportation of property, and under that designation would be found ordinary passenger or pleasure cars which had been changed or altered in design or construction so that the manifest purpose of such change or alteration in design or construction is for the purpose of transporting property. Under the second class would fall those cars which are used for the transportation of property, which might be an ordinary pleasure or passenger car, but which car, in order to come within the terms of a commercial motor vehicle, must be used for delivery purposes.

"You are advised that it is our opinion that it was not the intention of the Legislature to make, nor does the law require, an ordinary pleasure or passenger car to carry a commercial license, unless property is being transported and delivered by such car.

"The definition of a commercial motor vehicle should be construed sanely and reasonably and in conjunction with the subsequent paragraph of the law which defines a passenger car as one 'used primarily for transportation of persons'.

"Yours truly,

"T. S. CHRISTOPHER."

(Signed)

• • •

The following digest of the recently passed House Bill No. 251 (Peddlers' Tax), should be of interest to all members

of the Dallas Chamber of Commerce:

"Subdivision 4. Peddlers.

"(a) There shall be collected from peddlers an occupation or license tax from each according to the population of the counties in which he peddles, according to the last Federal census, as follows:

"From foot peddlers, which shall include those on horse back; animal drawn vehicles; which shall include all vehicles except motor vehicles; from peddlers on or from motor vehicles, the following tax:

Population	Animal Motor	
	Foot Vehicle	Vehicle
1-15,000	\$2.50	\$ 3.50 \$ 5.00
15,000-60,000	3.50	6.00 10.00
60,000 & Over	5.00	10.00 20.00

"(b) Every peddler defined above shall pay said tax annually on or before September 1 of each year to the tax collector of each county in which he peddles, and a receipt shall be issued therefor, and said collector shall issue a license plate to be furnished by the Comptroller in the same manner that license plates are issued for motor vehicles, and the same fees of office shall be allowed said collector; which said plate shall be securely fastened to said peddler's vehicle on the driver's side. A separate tax shall be paid for each vehicle or instrumentality defined above which said peddler operates and peddles from, and the Comptroller shall adopt rules and regulations for the enforcement hereof. Nothing herein shall be construed to inhibit any city or town regulating, licensing or taxing peddlers.

"(c) The term 'peddler' as used herein means an itinerant trader or peddler in town or county who carries his merchandise or commodities with him from place to place or from house to house, exposing his or his principal's goods or wares for sale, and who then and there sells and delivers them to other persons or dealers; provided, however, that the term 'peddler' shall not be held to include:

"(1) Producers and growers of farm, dairy, poultry products, fruits, vegetables, livestock, animals, meats, or any horticultural or agricultural products; or

"(2) Persons who sell any of the products mentioned in the section immediately preceding to manufacturers, processors or curing or dressing plants; or

Industrial News

DESPITE the fact that business conditions have greatly retarded commercial and industrial development throughout the country, causing many cities to show actual losses, Dallas has secured more new businesses in the first six months of 1931 than in the two previous years. During the first six months of 1929 Dallas secured 435 new businesses of all kinds—wholesale, retail, manufacturing and miscellaneous. During the first six months of 1930 the total was 397; during the first six months of 1931, 533 new businesses have been established here.

In the matter of branches of sectional and national concerns, the record for 1931 is likewise better than for 1929 and 1930. During the first six months of 1929, 114 branches were secured; for the same period in 1930, the figures were 129, and for the first six months of 1931 the total is 132.

A number of important new concerns were established in Dallas during June, 1931, among them being the following:

Booch & Walsh, 1026-A Santa Fe Building. Manufacturers' agents, handling hardware specialties and staples, and selling to the jobbing trade. L. H. Booch was formerly president of Bridge & Beach Manufacturing Company, stove manufacturers of St. Louis, and Mr. Walsh was formerly with the Moroney Hardware Company.

Bowen Air Lines, leased hangar at Love Field and transferred most of its Fort

Worth organization to Dallas, increasing its personnel here because of the volume of business Dallas is giving its lines.

Bywaters-Sharp Company, First National Bank Bldg., food brokers and manufacturers agents.

Central Crude Oil Purchasing Company, Allen Building; organized by W. B. Nelson, A. L. Heine and Joseph L. Lynch.

Central Refining Company, Allen Building; building 10,000 barrel refinery at Friar's Switch, between Henderson and Overton.

Cox Fence Company, Oklahoma City. Established Dallas branch at 2140 Cedar Springs.

Distress Oil Purchasing Corporation, 1109 Cotton Exchange Bldg.; organized by C. A. Everts and others.

Dixie Fruit Flavor Company, 1115 Stonewall St. Manufacturers of extracts.

Globe Oil & Refining Company, Blackwell, Okla.; established Texas office at 611 Magnolia Building, with Victor Smith in charge. To purchase East Texas oil and direct East Texas developments.

Pat Green, 1426 Allen Building; oil operator.

H. & H. Manufacturing Company, New York, N. Y.; manufacturers' agents; opened office 510 Wholesale Merchants Building, Isadore Steinberg in charge.

Helvir Oil Company, 5607 Merrimac St.; organized by R. M. Waskom and others.

Hunter & Rowe, 507 Central Bank

Bldg.; oil operators; William E. Hunter and G. M. Rowe.

Industrial Insulation Company, 600 Caruth St.; subsidiary of L. M. Utilities Company, Tulsa, Okla.; distributors for Texas, Arkansas and Louisiana for "66" insulating cement, manufactured by the Eagle-Picher Lead Company, Joplin, Mo.

Kotex Company, Chicago, Ill.; sanitary products; Southwestern district office 521 Republic Bank Bldg.; G. E. Darden, Division Manager.

Lambert Frocks, Inc., 807 Wholesale Merchants Bldg.; manufacturers of high grade line of children's dresses. David Bernbaum, president; Samuel Lambert, vice-president; Irving Lambert, sec.-treas. Started operations June 2 with twenty-five machines.

L. M. Utilities Company, Tulsa, Okla.; (see Industrial Insulation Company.)

Lario Oil & Gas Company, affiliated with Globe Oil & Refining Company; office 611 Magnolia Building.

Liberty Life Insurance Company, Topeka, Kan. Floyd B. Powell, State Agent, 408 Medical Arts Building.

MacMillan Petroleum Corporation, Los Angeles, Calif.; concentrated the bulk of its sales and refining organization formerly maintained at Chicago, Norphlet, Ark., and Borger, Texas, into a district office, 1902 Tower Petroleum Building, with J. B. Yeager, Manager. The Dallas office will direct extensive East Texas development operations.

Mercantile-Commerce Company, St. Louis, Mo.; investment securities; district office, 509 Republic Bank Bldg.; Charles D. Pearce, Jr., manager.

Mid-Continent Savings & Trust Co., 732 Allen Building; investments and real estate mortgages; A. W. Stickle, general manager.

Morse Chain Company, Ithaca, N. Y.; chains for power transmission; appointed George J. Fix Company, 2507 Commerce Street, as distributors and sales representatives for the Southwest.

Natural Food Products Company, 4102 Live Oak St.; manufacturers, wholesalers and retailers of health foods.

Naylor Pipe Company, Chicago, Ill.; established sales office 305 Magnolia Building, covering Texas and Louisiana, with J. K. "Jimmie" Wilson as manager.

Postal Telegraph-Cable Company made Dallas division headquarters for Texas, Oklahoma and Arkansas, with (Continued on page 27)

New Firms

New concerns for June and first six months of 1931, with comparison with 1930.

	June	1930 1st 6 Mos.	June	1931 1st 6 Mos.
Manufacturing	6	51	4	42
Wholesale	9	108	13	118
Retail	21	98	13	121
*Oil	—	—	14	102
Miscellaneous	19	140	20	150
	55	397	64	533
Branches of Sectional and National Concerns	13	129	14	133

*Included in Miscellaneous in 1930.

WHO'S WHO



Jack Harper

Mr. Harper was born in Wesson, Miss., forty years ago. One of his grandfathers published the old *Brandon Republican*, the only newspaper in Mississippi before, during and immediately after the Civil War. His mother used to write magazine articles and one sister, Hazel Harper Harris of San Antonio, is a well-known poet of Texas. One of his grandmothers was a writer and the author of a book. Several of his uncles and first cousins have been newspaper editors. Considering this literary trend of Mr. Harper's family, it was but natural for him to become a newspaper reporter. He reported for *The Fort Worth Record* one year and *The Dallas Morning News* seven years.

When Jack was 9 years old, his father died and the boy came to Fort Worth to live with an uncle, Dr. C. O. Harper. Later, he attended Thornwell College in South Carolina, which had a technical training department. Jack worked in the printing office. He was graduated with an average of 96½ in 1908. Returning to Fort Worth, he worked in a railroad auditing office, a printing office, a clothing store, an adding machine office and a real estate office, before he could get a "position" as cub reporter at \$15 a week. During the war, he was a sergeant, first class, in the Quarter Master Corps, stationed at Camp Bowie, Fort Worth. He was admitted to an Officers' Training Camp one week before the Armistice was signed.

(Continued on page 23)



Charles Mills

Why Charles Mills became an advertising man, member of the firm of Hope-Mills Advertising Agency, can best be explained by a glance at the high-spots of his life.

He was born in Iowa some forty years ago and after finishing high school at Red Oak joined the staff of the *Elliott Graphic*, a weekly newspaper printed with an old Washington Hand Press from hand-set type. After a short time in the newspaper business he went into the advertising specialty business, first as printer, then foreman and general superintendent. He installed a branch plant of his company in Canada.

It was here that he began the study of sales and merchandising under that master of the subject, E. J. Barklow. He went with the American Publishing Company at St. Jo, and at the time of the outbreak of the World War was sales and production manager for that company.

He enlisted in the Army as a private and was discharged as a captain after service in France and Siberia.

In 1920, after his discharge from the army he came to Dallas and joined the staff of a local printing and advertising firm. After three years he organized with Dave E. Hope, the firm of which he is now a member. Shortly afterwards he formed the Welcome Wagons, Inc., an organization designed to greet the new residents.

He is a member of the Dallas Athletic Club, the Presidents' Club and the Ad-

(Continued on page 31)



J. P. Smith

Chamber of Commerce and city officials greet distinguished visitors to Dallas. The Welcome Wagon with its charming hostess greets the new resident.

It remains for J. P. Smith to greet every visitor to the city, regardless of his fame—Mr. Smith is publisher of the *Greeters' Guide*, official publication of Charter No. 51, Hotel Greeters of America, a magazine distributed to the finer hotels and apartment houses and the Chamber of Commerce for the use of visitors.

Mr. Smith has spent practically his entire life in the hotel business. Just prior to establishing the *Dallas Greeters' Guide* he was connected with the *Texas Hotel News*, official organ of the Texas Hotel Men's Association.

While with this latter publication Mr. Smith realized the need in Dallas for a magazine that would give to the stranger the news of the week, information about the city, amusements, transportation, and points of interest here. How well his judgement was confirmed is shown in the continued improvement of the weekly to a point where it is in great demand wherever it is available. Mr. Smith receives many requests from out-of-town for copies of his magazine from persons planning to visit Dallas and want to arrange their schedule before reaching the city.

"J. P.", as his friends refer to him, is married and has one son, Jack.

No "Who's Who" article would be

(Continued on page 31)

Something New for the Southwest

LOCATED on the extreme western edge of the city, in Oak Cliff, two blocks south of the Fort Worth Interurban, at the corner of Buckner Avenue and Clarendon Street, you may now observe a large gray brick building. This building is the home of the Southwest Vocational School. It is situated on a 20-acre campus, the property of the school. This institution is offering something new in the field of education to the young men and women of the Southwest, and its progress thus far indicates that in years to come, this institution may be to Dallas what the David Rankin Trade School is to St. Louis, the Dunwoody Institute to Minneapolis, and the Ohio Mechanics' Institute to Cincinnati.

About a year ago, the school was established in its new building. Prior to that time, it had been operated in rented buildings. The enrollment in the school during its first year, and the prospect for enrollment during the coming year are cited by the authorities of the institution as definite evidence of the need for the school and assurance of its continuous growth.

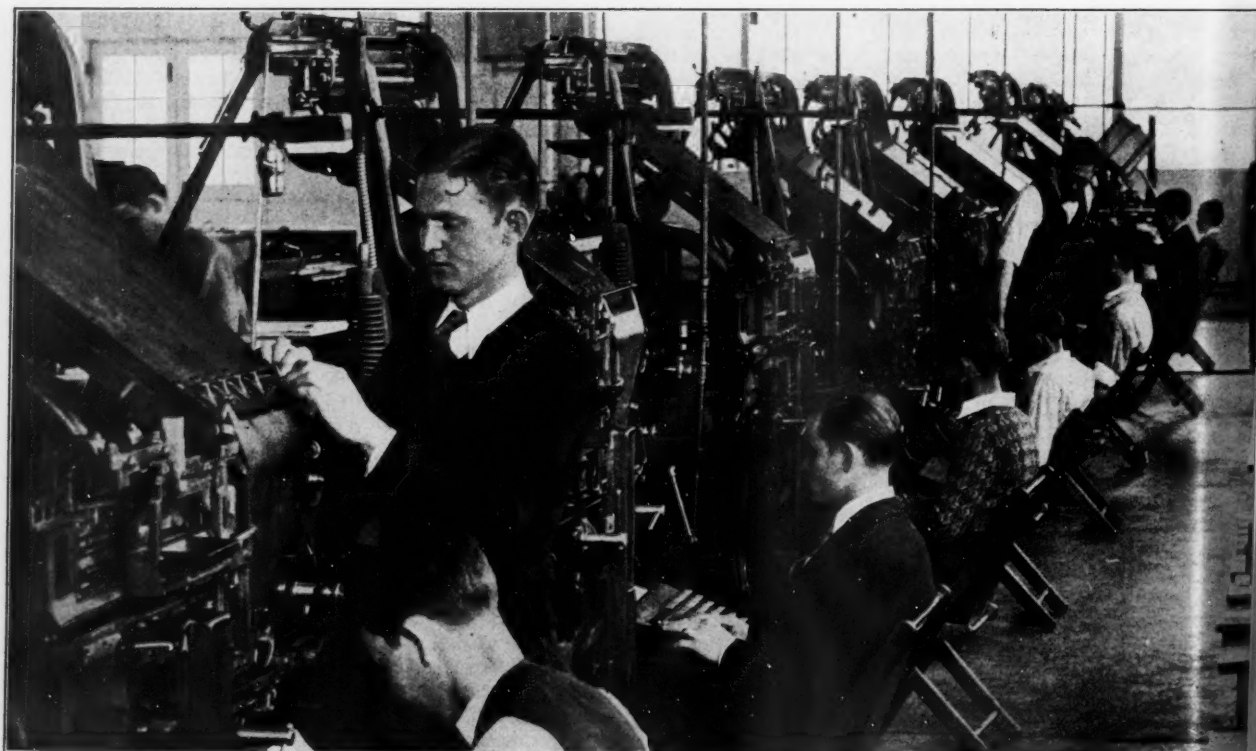


Prof. John T. Hoyle

It seems that the directors of the school have followed the policy that business men ordinarily follow of doing the work and saying very little about it. The average citizen of Dallas does not realize that located right here in the city is an institution capable of doing a character of work on a par with the great, recog-

nized trade schools of the country, with facilities already acquired for trade training, both from the standpoint of the teaching staff and equipment. A trip through this building is a matter of interest, and reveals a well-equipped executive office, modern class rooms with necessary facilities, but most interesting of all is that portion of the building in which is located various types of mechanical equipment. Here you find machinery, large and small; authorities of the school state that they now have installed in the institution approximately a quarter of a million dollars' worth of equipment.

The Printing Department, which was the first department organized by the institution, has been developed to the highest point. As you enter this department, you see a battery of linotype and intertype machines; you find a complete monotype department; an up-to-date composing room with all modern steel equipment; a press room containing job presses, automatic presses, large Miehle press—and the giant of them all—a 2-deck Goss newspaper press with a capacity of 50,000 eight-page papers per hour. You see the latest in bindery equipment, fold-



Nine Linotypes and One Intertype in Action at Southwest Vocational School.

ing machines, power paper cutters—in fact, it would be different to think of anything that would be contained in the modern printing plant that has not been installed.

The school plans, during the coming year, to expand work in the electrical department, and you can find in the school almost all types of motors from the 2 H. P. motor to the 50 H. P. motor.

If you go into the class room occupied by the building trades, you will see models of bricklaying. At the back of the school, you find fire-places of different types, which the students have constructed. Everywhere you look, you are impressed with the fact that every dollar which the school has spent has been made to yield a maximum return. It seems that every foot of the 15,000 square feet of floor space is being made to serve some useful purpose.

In selecting the faculty for the school, the directors seem to have recognized the fact that if the institution is to grow and develop, the teaching staff must be composed of instructors of proven ability. Dr. John T. Hoyle is director of the Southwest Vocational School, and also head of the Department of Printing. He was for seven years head of the Department of Printing and Publishing of the College of Industries in the Carnegie Institute of Technology, at Pittsburgh,

which is recognized as one of the greatest printing schools in America.

The Linotype Department is presided over by Mr. Gros, who has been for years connected with the Mergenthaler Linotype Company as an instructor in the school which they operate to train operators for their own machines. Mr. Gros came to the Southwest Vocational School on the special recommendation of the manufacturers of the linotype equipment.

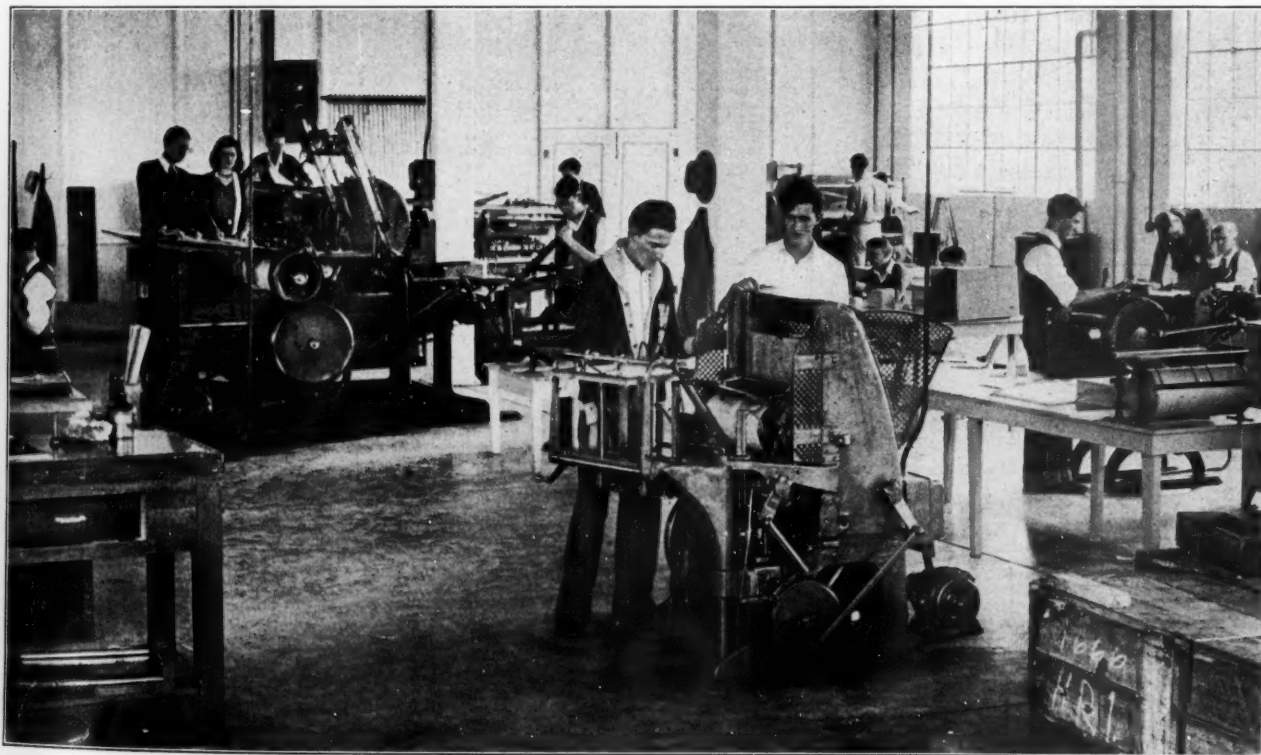
Mr. Cooke, who heads the Monotype Department, was recommended for this position by the manufacturers of the Monotype equipment.

Mr. Hardy, the instructor in the Electrical Department during the past year, is an electrical engineer of many years' practical experience, during which time he has superintended the construction and installation of some of the large power plants in the Southwest.

When you go into the Building Trades Department and observe the bricklaying work, you realize that this work has been and is being done by a real bricklayer. Mr. Hollingsworth, who heads this department, had a number of years' experience in the trade, and is rated by those who know him as a man familiar with construction work from the bottom to the top.

Dallas citizens will recall that several years ago, a group of Dallas business men, under the leadership of Mr. T. E. Jackson, undertook the task of building a trade school here in Dallas, which would serve the entire Southwest. The school is organized and chartered under the laws of the State of Texas as an educational institution, not to be operated for profit. The directors of the Chamber of Commerce named the Advisory Council of 100 who have continuous control of the institution. From this Advisory Council a board of directors to actively manage and direct the school was selected. Mr. T. E. Jackson was named chairman of the board; other members of the directorate include leaders from practically all lines of business industry in the city.

The fall term of the school opens on September 15. Dr. Hoyle states that the school building is open every day, and we really believe that Dallas citizens, especially those who have made contributions toward this undertaking, will feel well repaid if they will drive out to the school and see in the making an institution which offers very bright promises for the future.



A Section of the Well-Equipped Pressroom of the Southwest Vocational School.



Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 10 JULY, 1931 No. 7

DALLAS CHAMBER OF COMMERCE OFFICERS

ARTHUR L. KRAMER	President
NATHAN ADAMS	Vice-President
HUGO SCHOELLKOPF	Vice-President
FRANK L. MCNENY	Vice-President
J. BEN CRITZ	Vice-Pres. & Gen'l Mgr.
A. V. LANE	Treasurer
C. J. CRAMPTON	Executive Secretary

DIRECTORS

1931 TERM

George Waverley Briggs	C. L. Norsworthy
F. F. Florence	H. A. Olmsted
Edward T. Moore	Hugo Schoellkopf
R. W. Van Valkenburg	

1931-1932 TERM

T. E. Jackson	A. M. Matson
Porter Lindley	W. S. Mosher
Frank L. McNeny	R. L. Thornton

George S. Watson

1931-1933 TERM

Nathan Adams	Arthur L. Kramer
W. A. Green, Jr.	Chas. R. Moore
John W. Carpenter	Henry C. Morris
Harry L. Seay	

STAFF

Z. E. Black	Retailers, Conventions
E. M. Fowler	Financial Secretary
Clyde V. Wallis	Industrial
Mike R. Fewell	Manufacturers-Aviation
Sam Goodstein	Transportation
L. A. Bell and C. R. Lancaster	Membership
E. F. Anderson	Wholesalers
E. C. Wallis	Publicity
R. A. Thompson	Highway Engineer
J. T. Orr	Agriculture and Livestock
Alfonso Johnson	Trade Extension
Miss Geneva Carr	Road Information Bureau
Mrs. Uneta Brown	Junior Chamber
F. H. Kidd	Pres. Wholesale Mer. Assn.
T. J. Mosher	Pres. Manufacturers' Assn.
Eli Sanger	Pres. Retail Mer. Assn.
Alfonso Ragland	Pres. Junior Chamber
Chamber of Commerce of the United States of America—	
Joseph F. Leopold, Manager, Southern Central Div.	
Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice-	
President and General Manager.	
Real Est. Board—F. K. Obourne, Pres.; E. A. Bell, Sec.	
Automotive Trades Association—B. B. Owens, Pres.,	
Dr. J. H. Connell, Executive Sec.	
Kessler Plan Association—Dr. E. H. Cary, Pres.; John	
E. Surratt, Secretary.	
Hotel Assn.—C. G. Jackson, Pres.; Mrs. C. L. Hamil, Sec.	

OFFICE: Chamber of Commerce Building
1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Animated Signs to Brighten Business Section at Night

The Reflex Products Company of Dallas has just leased from McNeny & McNeny the sky rights on the buildings at 1707-09-11 Live Oak Street for the erection and operation of their first animated electric sign display in the Southwest. This electric display is particularly adapted for the use of advertising, due to the faithfulness with which it reproduces colors, trade marks and the like, down to the smallest detail, and the fact that it requires no attention; running from dusk to midnight every night.

It is of the type that made Broadway known throughout the world as the *Great White Way*.

The use of strong lamps with reflectors, and light intensifiers in a powerful projector, makes the display visible with

great clearness and brilliancy for a long distance. The bulletin board, upon which the displays are made, is surrounded with a travelling, colored, flashing electric border of an attractive design and the continual movement of the sign arouses the curiosity of the passer-by to a far greater extent than any other kind of outdoor display.

It is a policy of the firm to select, in each city, the most prominent location for their signs.

The company has established a permanent headquarters in the Allen Building. Frank A. Whitney, sponsor of this new type of outdoor display, advises that plans are under way for a great number of these sign units to be placed in operation immediately.

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

	BANK CLEARINGS		BANK DEBITS	
	1930	1931	1930	1931
January	\$207,852,872.08	\$165,527,152.37	\$249,792,000	\$195,534,000
February	177,426,932.40	147,866,128.21	210,891,000	168,140,000
March	190,336,355.97	156,580,354.47	280,475,000	166,796,000
April	173,552,526.66	156,428,337.23	237,646,000	162,304,000
May	169,373,159.89	150,859,964.72	204,548,000	158,469,000
June	161,405,438.23	149,625,488.57	192,763,000	157,345,000
July	160,236,652.31		188,529,000	
August	155,351,696.51		190,588,000	
September	191,975,911.32		221,860,000	
October	197,420,183.33		245,193,000	
November	163,408,483.33		190,377,000	
December	174,024,914.81		228,246,000	
TOTAL	\$2,122,365,126.84		\$2,641,178,000	

	BUILDING PERMITS		POSTAL RECEIPTS	
	1930	1931	1930	1931
January	\$ 535,830	\$ 551,238	\$ 329,647.47	\$ 312,893.64
February	589,012	764,300	327,262.42	279,343.16
March	795,645	546,255	327,534.36	311,220.20
April	1,034,935	540,273	334,307.28	311,408.94
May	569,997	1,327,520	322,891.54	282,304.87
June	664,975	338,500	299,792.10	284,693.45
July	1,314,702		285,853.18	
August	941,165		291,150.22	
September	1,920,910		335,235.91	
October	609,942		365,707.14	
November	883,827		289,019.51	
December	1,275,638		289,506.98	
TOTAL	* 19,285,559		\$3,897,908.11	

	GAS METERS		TELEPHONES	
	1930	1931	1930	1931
January	66,909	67,621	69,340	70,168
February	67,048	67,701	69,390	70,221
March	67,099	67,964	69,440	70,491
April	67,041	68,130	69,492	70,641
May	67,090	68,181	69,536	70,711
June	67,111	68,213	69,552	70,740
July	67,142		69,601	
August	67,174		69,632	
September	67,201		69,658	
October	67,228		69,680	
November	67,259		69,701	
December	67,308		69,732	

*Includes Public Utility Construction.

IT COSTS NO MORE THAN YOUR DESSERT



- *Among other things, your natural gas makes most of the ice in town. It SIMPLIFIES living, in the summer as well as winter.*

Are You Building? Get Free Consultation

It's a cooling thought these summer days to know that when Dallas gets ready to **TURN ON** its heat, voluntarily, it costs very little indeed.

Isn't it surprising that Dallas households spend only a few cents a day *the year around* for natural gas?

Your industrial and commercial plants, with their smokeless chimneys, profit from this spotless heat as conveniently as a cottage does. And this wholesale heat volume brings your gas through **SIX** field lines, pouring in at the city gates.

Whether you build a skyscraper, a grocery store or a dwelling house, you need expert heating advice, and our Engineers are glad to give it. Please ask them.

And even if you're **NOT** building, ask them anyway, to help you select modern gas equipment, or to adjust the equipment you have.

Many of our industrial customers are getting more heat, with **LESS** gas, because of the skillful adjusting and rearranged heat layouts that we give.



THE DALLAS GAS COMPANY

If It's Done With Heat, You Can Do It Better With Gas

Announcing OPENING OF

Tower Petroleum Building

MONDAY, AUGUST 3RD

FINEST ELEVATOR CABS.

FASTEST ELEVATOR SERVICE.

FULL VENTILATING WINDOWS.

PHILIPPINE MAHOGANY WOODWORK

TERRAZZO FLOORS THROUGHOUT.

RENTAL OFFICE—2111 TOWER PETROLEUM BUILDING

WE invite the inspection of the TERRAZZO floors throughout the offices and corridors of the new Tower Petroleum Building—and the TILE floors and wainscoting in the public toilets.

Southern Tile Company

DALLAS

We had the pleasure of photographing this building twice each month during its entire construction.

Congratulations to HENGER & CHAMBERS, Contractors, for rapid construction of this splendid new Tower bringing new and greater fame to the Famous Dallas Syline.

HIGGINGBOTHAM

PHOTOGRAPHIC ADVERTISING
COMPANY

1003 Camp St. Phone 7-5234

Tower Petroleum

McNENY & McNENY
MARK LEMMON

A GREAT STEP was taken in Dallas' forward march as the oil and gas headquarters of the world when the Tower Petroleum Building thrust its twenty-two stories of modern architecture and construction into the clear sky above the city. It will open officially August 3.

Designed by Mark Lemmon, architect, and Constructed by Henger & Chambers, general contractors, to combine the highest degree of utility with monumental architecture, the building typifies the marked modernism, the tremendous energy and the towering growth of the business for which it was created.

Every office is an outside one, well ventilated and lighted with direct daylight. Floors are of terrazzo. Woodwork is of Philippine mahogany.

The building was endorsed by the oil and gas committee of the Dallas Chamber of Commerce. McNeny & McNeny, owners, are handling leases and will arrange offices of any size desired.

The face brick for the exterior of the Tower Petroleum Building was manufactured and furnished by the Acme Brick Co., who have furnished brick for many other famous Dallas Buildings.

All the complicated electrical installations necessary in a building of this nature were made by the William K. Grant Engineering Co. All rooms are fitted with ceiling fans, and indirect lighting.

Latest type elevators, with speeds of 800 feet a minute, the fastest in Dallas, and with full automatic signal control.



Petroleum Building

McNENY - - Owners
LEMMON - - Architect

were installed by the Otis Elevator Co. The cabs are designed for fast loading and emptying. In choosing elevators a national survey and tour of inspection was made.

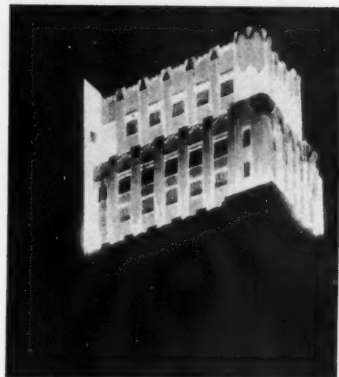
Terrazzo floors and other tile construction were furnished by the Southern Tile Co., of Dallas. Art was combined with efficiency in making this one of the masterpieces of tile construction.

McNeny and McNeny have furnished quarters for a geological library and assembly rooms and have made special provisions for laboratories, furnishing special waste carriers, natural gas, compressed air, forced ventilation, special plumbing equipment.

All windows are of metal frame construction, warp, fire and rattle proof. The entire window opens, giving 100% instead of 50% ventilation. These window units are being installed in the Nation's newest and finest office buildings.

Tile wainscoting in public toilets is of ceramic mosaic unglazed tiles in modernistic design of several harmonizing colors. The use of this kind of tile for this purpose is in line with the most modern development of tilework. The floors throughout the building are of terrazzo, the corridors being in two shades of green, cut into patterns by the use of brass strips.

A semi-monthly record of construction of the building, both inside and out, was made by the Higginbotham Photo Advertising Co., under the personal direction of J. Higginbotham.



Mark Lemmon, Architect
Henger & Chambers, Contractors

A BRICK

*of Distinction for An
Address of Distinction*

ACME Smooth, Clear, Refreshing, Gray-toned Brick fulfills the striking architectural requirements of this splendid ultra-modern structure, the TOWER PETROLEUM BUILDING, DALLAS. LET US HELP YOU solve your color problems. We make a brick for every type—a color for every color scheme.

Acme Brick Company

Manufacturers
Established 1891

Visit our display rooms throughout the South and Southwest.

Electrical Installations In Tower Petroleum Building

INSTALLED BY

Wm. K. Grace Engineering Co.

KIRBY BUILDING



PHONE 2-6087

ELEVATORS

Installed By

Otis Elevator Company

1822 Young Street

DALLAS

Announcing . . .

the Removal of Our Studios
1915 Tower Petroleum Building

. . . GUY F. CAHOON

The Contact Men of Retailing

ONE of the little things that make life easier for the average person is to find behind the counter of the retail store a clerk who is truly helpful and courteous, who knows his merchandise—whether it be onions or bathing suits—and who sincerely tries to sell the customer exactly what he wants. Many of us have to stretch our pennies to make them cover our budgets, and we are fortunate in finding a clerk who answers to all of these qualifications. Usually we are ready to show our appreciation by coming back time and again to get expert help in choosing goods, and incidentally, to ring the cash register for the retailers.

Retailers have been forced to an even greater appreciation of the power of courtesy in building business. They realize that they can't afford to tolerate indifference, impudence, or blatant "high pressure" salesmanship in their stores. People do not have to stand for these things, nor will they. In nine cases out of ten, the customer who has been insulted does not even make a complaint. What he does is much more effective. He simply goes to another store.

The answer to the average retailer's prayer is a truly efficient clerk. He is the fellow who "sells goods that don't come back to customers who do." With every sale, he "throws in" a priceless gift of consideration and service. The rest of the clerks are just people who stand in stores to take orders and make change. With them, the level of retailing is that of a slot machine, where the customer puts in a coin and automatically receives his merchandise in exchange.

Despite the general raising of the standards of retail salesclerks, there are still a few who can't compare favorably even with an impersonal piece of machinery. One of the worst of the group is the chronic grouch, the downtrodden fellow who is fighting the world and resents the necessity of waiting on customers. Fortunately he has become a rare figure behind the counter. A more common variety is that of the youth who must have his little joke, whether it be at the customer's expense or not. A good illustration of this is the story of the man who walked into a store and asked:

"Do you keep so-and-so?"

"No", the clerk said. "We don't keep it, we sell it."

After the laughs had gone around, the customer had his inning.

"This is one time," he said, "When you'll keep it—and several other things I was going to buy."

Even when a joke reflects on no one, it is a dangerous thing for the clerk in a retail store. Somehow we do not all have the same tastes in this respect, and it is best to leave American humor at its present low level during working hours. It is quite possible for a clerk to offend an old customer by telling him harmless jokes just after he has suffered heavy business losses or while he is still mourning the death of a close relative. Even if the customer is bothered by nothing worse than a touch of indigestion, his sense of humor may be seriously out of order.

It hardly seems necessary to say that a retail clerk should not affect an air of superiority with the people who come into the store. And yet, we still find clerks who do. To show the effects of this, suppose that you drop into a clothing store to buy a new hat. As you enter, you are in high spirits. Perhaps someone you considered a "dead beat" has suddenly and unexpectedly paid what he owed you. Or perhaps "the boss" has called you into his office and praised your work in lavish terms. No matter what the reason, you feel that the world is a good place to live in. Then you ask to see a hat and give your size. As the clerk takes one down from the shelf and lays it on the counter, you have an uncomfortable feeling that he has a poor opinion of you. He seems on the point of laughing at some good joke, and looks very cynical and superior. He says: "This one is ten dollars." His tone and manner imply that you can't afford a ten dollar hat. You can't and ask to be shown something cheaper. The clerk gives you a pitying smile. "Here," he says, "Is one that's only five." Whether you buy or not, you have been made to feel as if you had patches on your elbows. If you ever return to the store for another purchase, you have more than your share of generosity and forbearance.

In the past more people have stopped "trading" at stores because of unpleasant experiences with clerks than for any other one reason. There are many types that drive away business. Besides those already mentioned, there is the indifferent clerk, the "beauty-conscious" female, and the ignorant or discourteous clerk.

On the other hand, there are some who fail from trying too hard. They are the "high-pressure" salesmen who have heard a few old bromides of salesman-

ship and who apply them without the saving grace of discretion and tact. All too often, we are subjected to what the clerk himself would call "a hot line", and what is usually cool enough to be boring. It sometimes takes a pretty hard-headed customer to save the sale by insisting on what he wants under these circumstances.

One of the old adages of selling is that the clerk should smile at customers. That's true enough if taken with a grain of salt. There are times, however, when it is very poor policy to smile, especially if the clerk is not careful about the kind of smile he uses. A well known writer on retailing says that there are five kinds of smiles that can always be trusted to antagonize customers. He calls them: "The Pitying Smile, used when the customer wants to see something cheaper; the Knowing Smile, reserved for people who want to buy inexpensive clothes for their servants; the Sarcastic Smile, that comes out when the clerk is contradicted; the Bored Smile, for the woman who talks about her family; and the Heavenly Help-Me Smile, for the customer who can't make up her mind."

The way of saying or doing a thing makes all the difference in the world. Take, for instance, those age-old phrases that are used in dealing with customers. At one store where I traded for a few weeks, there was a sign over the door that said: "Thank you, call again." Each time I read that sign on my way out, it seemed to me to contain a great deal more warmth and sincerity than the voice of the clerk who had just said the same thing. The owner of that store probably didn't know how far he was behind the times in the matter of training his salespeople.

Between the two extremes of cold indifference on the one hand and blatant "high-pressure" salesmanship on the other, there is the middle ground of real courtesy, honest desire to sell the customer what he wants, and deference to the feeling of others. Those are the marks of greatest efficiency in the retail salesclerk. Unfortunately, there are many stores, even in this age of intensive competition, where we do not find them. Since they are so valuable both to the clerk and the store, why do we sometimes find them lacking?

There is no good reason to believe that clerks in retail stores will not cooperate with the manager in doing a good job of
(Continued on page 31)

New Porcelain Enamel Plant

A NEW fifty-thousand dollar plant has just been put into operation by Texlite, Inc., at 4112 Commerce Street which establishes Dallas as one of the important porcelain enamel centers of the country. It is the only plant of its kind in the Southwest and answers a real need on the part of many Texas manufacturers. Much business which heretofore has left the state will now be attracted to Dallas, and the new industry will also further improve employment conditions.

To the average business man, porcelain enamel may be suggestive of a bath-tub or a kitchen range, but beyond that little is known by the layman of this unusually interesting material.

In terms that the average reader might understand, a porcelain enamel sign or a section of a porcelain gas range might be described as a sheet of heavy steel entirely encased in glass. For that is a fact—you actually bathe in a glass lined tub and your meals are cooked on a glass covered stove. The inside of your refrigerator is made of this same material and so is the top of your kitchen table.

The astounding durability of porcelain enamel finishes can be well appreciated when you know that a heat of 1800 degrees Fahrenheit is necessary to fuse the steel and the porcelain together. That is why the most extreme heat of the sun cannot destroy a porcelain sign; why hot dishes or lighted cigarettes cannot harm your stove or table top.

Another peculiarity of the porcelain enamel business is the fact that most of the products are manufactured in enormous quantities, and yet virtually no machinery of any kind is employed in the work. Every operation on every piece is done by hand.

The liquid porcelain enamel, before application to the steel sheet, is a combination of clay and pulverized glass suspended in water. In its liquid state it somewhat resembles thick milk. This liquid is sprayed upon the surface of the steel in a thin coat and allowed to dry, when it resembles a coating of dry chalk. It is now ready for "burning" or fusing.

A heavy metal grill is built on a steel carriage, and the flat sheets are laid row after row upon this grill. Then the carriage is pushed to the mouth of the furnace, and sheets are put into what might be described as "a cave of white heat." This is a delicate operation, and only men with long experience can en-

dure the terrific temperatures around the furnaces. And how do they stand it? Well, for one thing they drink *hot* coffee. Just why, nobody can tell you. But its a habit of enamel burners.

After the sheets have been heated to a melting point, so that the porcelain and the steel fuse, or melt, together, the entire grill load is pulled from the furnace. The moment the cooler air strikes the molten ware, the porcelain solidifies and the glass surface is complete. While still hot, the sheets are lifted from the grill with the

aid of huge asbestos gloves, and laid aside to cool.

This process is required for every coat and for every color, and in the manufacture of signs, lettering and designs must all be hand-stenciled on each sheet.

And that's the story of porcelain enamel. So when you jump into the tub tonight to cool off, remember you're bathing in glass, and give a thought to the fellow who is making porcelain enamel in front of a furnace that's white hot all day and all night.

INVEST NOW

in the future of the leading industries
of America, offering the best opportunities
at present low market prices

New York Listed Stocks

Only small Down-Payment required, Balance monthly

We suggest Diversified Purchases of such stocks as:

Texas Gulf Sulphur	Radio Keith Orpheum	Ford Motor, Ltd.	Montgomery Ward
Texas Corporation	General Electric	United Aircraft	Sears Roebuck
Houston Oil of Tex.	General Motors	Cities Service	Kelvinator
Radio Corp. of America	Packard Motors	United Corp.	

MAIL THIS COUPON

Take Advantage of Our
Convenient Purchase Plan

PAY ONLY

Small Amount Down

Two Years Time to
Pay Balance Monthly

FREE BOOKLET AND INFORMATION

upon request, explaining our
Convenient Purchase Plan,
also without charge

AUTHENTIC REPORTS ON LISTED STOCKS

Note companies you are interested in
on this coupon

Complete Investment Counsel Service,
Free . . . Control five times the stock
the same money would buy outright
with five times the income and profit
possibilities.

Please send details of your Convenient
Purchase Plan, also reports on the
following stocks:.....

Name.....
Address.....
City.....
Phone.....

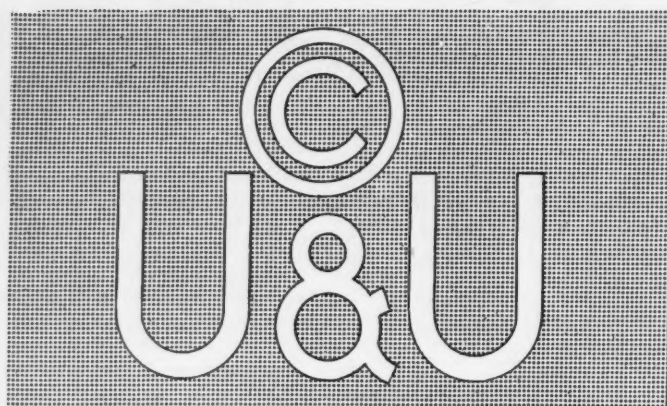


Offices in State of Texas

DALLAS
16th Floor—Allen Bldg.
Phone: 7-8148

HOUSTON
4th Floor—Esperson Bldg.
Phone: Preston 6277

Executive Offices
7th Floor—Waltower Bldg.
Kansas City, Missouri



It is a pleasure to announce to the Advertisers and Advertising Fraternity of Dallas, a new Service—Underwood & Underwood Photographic Service.

For 50 years U & U have been making photographs—all over the world—thousands and thousands of them and have now turned the experience of these years into making illustrations for advertisers.

A file of reserve illustrations is available at the office of Hugh Cargo in Dallas. Upon call, the entire facilities of Underwood & Underwood for making specially posed photographs which will tell your particular story are at your command.

Whatever they may be in this line your photographic needs can now be supplied in Dallas. Call or Write

HUGH CARGO

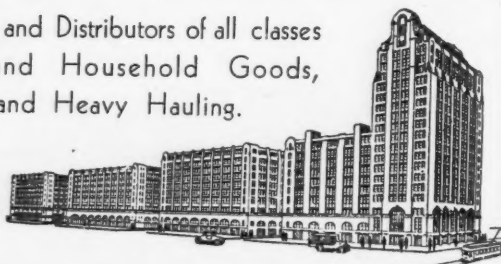
1816 Allen Building, Dallas

Oh! Yes —I'm still making drawings, layouts and retouching and will be glad to talk about any of that work, too.



Receivers, Forwarders and Distributors of all classes of Merchandise and Household Goods, Machinery Setting and Heavy Hauling.

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



Dallas Transfer & Terminal Warehouse Company

Phone 2-7111

Second Unit, Santa Fe Bldg, DALLAS

Est. 1875

Texas -- Present and Future

(Continued from page 7)

employing some 17,000 workers; in addition, there is an annual cut of four hundred to five hundred million equivalent board feet for poles, cross ties, etc., bringing the per annum dollar value up to \$55,000,000—an important factor in essential resources for the development of any country.

Texas is the leading state of the Union in the matter of total number of head of domestic animals on farms and ranches and ranks second to Iowa in the matter of total value of live stock. Texas ranks first in the beef cattle industry and first in the number of sheep and the average animal production of wool. Most of the angora goats and most of the mohair produced in the United States, are Texas products with our own San Angelo the largest wool and mohair market in the United States. Total value of all Texas live stock for 1930 census approximates \$435,078,000 and the day is not in the far distant future when much of the basic raw material produced here will likewise be manufactured here.

In recent years, Texas has become one of the leading mineral producing states of the United States, only about three states in the last three years having had total value of minerals produced exceeding Texas and the great East Texas oil fields and other mineral discoveries and mining should now place Texas very close, if not in the lead.

In 1929, the last year for which total mineral values are available, petroleum accounted for \$323,540,667 of the total mineral value of \$483,806,584, leaving \$160,265,917 to all other minerals. If there had been no oil, gas or natural gasoline produced in Texas in 1929, Texas would have ranked 19th among the states in total mineral production. Texas is estimated to have produced in 1930, 292 million barrels of oil. These figures are staggering when compared to the total production of the United States and of the world.

Texas Gulf ports lie between the world's markets and the world's greatest cotton, wheat and petroleum producing territory and this tells the story of the greatness of Texas ports for Texas as an export state is excelled only by one state in the Union—the state of New York. For several years, Texas has been the second ranking state in the matter of exports. The total value of Texas exports for each of the last four years for which figures are available are as follows:

1926—\$648,991,954.
1927—\$647,026,141.
1928—\$817,001,082.
1929—\$657,559,600.

Thus a brief description of Texas' great basic major resources, her people, agriculture, live stock, timber industry, mineral production, manufacturing industry, Texas ports. We only begin to group and understand her present great diversified essential resources among the basic things; that within the lifetime of one man has wrought her from the frontier into one of the leading states of the Union and in many instances into the place of actual supremacy and leadership among her older sister states in the matter of agricultural and commercial development, but not without her portion of the trials and disappointments that test the hardihood of men and women and their country but for all of these things, Texas has marched steadily forward in all lines of industrial and commercial pursuits and has seen well to the education, comfort and culture of her people.

Up in one corner of the United States, there are fourteen states, comprising less than 14 per cent of the land area of the country, and which contains more than 45 per cent of the population.

The other thirty-four states, with more than 86 per cent of the land area of the country, have less than 55 per cent of the population.

But the less than 46 per cent of the people in the fourteen states produce more than 71 per cent of the manufactured goods of the United States. And the more than 54 per cent of the people in the thirty-four states produce less than 29 per cent of the manufactured goods of the United States. The fourteen states produce \$799 per capita of manufactured goods a year, whereas the thirty-four states produce only \$148 per capita.

Ten Southern States, having more than 22 per cent of the population and more than 23 per cent of the area of the country, produce only about 8 per cent of the manufactured goods of the country.

Texas, with nearly 5 per cent of the population and nearly 9 per cent of the area produces less than one and a half per cent of the manufactured goods.

That situation is top-heavy. It is unbalanced and out of balance. And I predict that there will be a radical adjustment of this situation during the next ten or twenty years. As a matter of fact, it is already in progress. Only four cities of more than 100,000 people lost population during the past ten years, and all of them are on the North Atlantic Seaboard. They were Fall River, Mass., New Bedford, Mass., Wilmington, Del., and Lowell, Mass.

(Continued on page 24)

STOP!

And Investigate

Before placing your next order for Printing would it not be wise to consider well the firm you select to do your work? The principal ingredient in the production of high quality Printing is the human element. Machinery and equipment are only complimentary tools with which craftsmen work. The difference between unusual and mediocre quality in Printing is the difference in the men who produce it.

For many years we have produced Printing that brings results for our many clients, and we would appreciate an opportunity of serving you when you are in need of the services of an organization trained in the quality production of all lines of Printing.

We offer you the range of our experience in the production of Direct-by-Mail Campaigns, Booklets, Circulars, Broadsides, Letters, Enclosures, Catalogs, Magazines, Multi-color Rotary Work, Newspapers, Stereotype and Mat Service . . . whatever your requirements.



Texas Publication House, Inc.

"The House of Complete Printing Service"

2500 McKinney Avenue

Telephone 7-1174

DALLAS

J. L. BURGESS
M. N. CHRESTMAN
O. A. FOUNTAIN
L. E. ELLIOTT
O. D. BRUNDIDGE
H. A. BATEMAN
W. H. WHITE

**BURGESS, BURGESS,
CHRESTMAN & BRUNDIDGE**

Attorneys

1106-1112 Southwestern Life Bldg.
General Civil Practice

Specialties—

Corporations, Insurance, Machinery
and Real Estate Practice.

Cannon Ball Towel Supply Company

2009 Orange St. Dallas, Texas

Everything Furnished in the
Towel Supply Line

SERVICE UNEXCELLED

Phone 2-2736

U. S. Highway 77

Another great National Highway serving Dallas is, U. S. Highway 77, which comes down from the north across South Dakota, Nebraska, Kansas and Oklahoma and enters Texas at the crossing of Red River north of Gainesville. Beginning at Ortonville, Minnesota, where it joins U. S. Highway 75, which extends on northerly to Winnipeg, Canada, U. S. Highway 77 passes through the important and prosperous cities of Sioux Falls, Sioux City, Lincoln, Junction City, Arkansas City, Ponca, Oklahoma City, Ardmore, Gainesville and Denton to Dallas, where its designation at present terminates. The distance from Ortonville to Dallas is approximately 1050 miles.

The extension of the route of U. S. Highway 77 southeast to the Gulf Coast at Port Arthur, 330 miles, through Kaufman, Athens, Jacksonville, Rusk, Lufkin and Beaumont, has been advocated for sometime by the Dallas Chamber of Commerce and similar organizations of communities along this route, and while a national designation has been approved by both the State Highway Commission and the American Association of State Highway Officials, which are authorized to make such designations, the U. S. number will be applied thereto has not yet been assigned.

It is the opinion of these communities that the logical extension of U. S. Highway 77 to the south is over this route, since it is the policy of these governing bodies to terminate national highways at the United States borders. A branch line extension to the southeast from Zavalla in Angelina County over State Highway 63 crossing the Sabine River at the recently completed Bon Wier bridge, will give direct and short line connection to Southern Louisiana and New Orleans.

U. S. Highway 77 now affords Dallas direct entry into and communication with the vast cotton and grain producing sections of Central and Western Oklahoma and also the thickly populated and highly developed agricultural states to the north. The areas which this highway makes tributary to the trade and business interests of Dallas have a value which cannot be over-estimated.

When the 9-mile Lewisville Gap in Denton County, now under construction is completed, with exception of a 6-mile gap between Gainesville and Red River, U. S. Highway 77 will be paved from Dallas as far north as Newton, Kansas. Beyond and across the States of Kansas, Nebraska and South Dakota, this highway is at present paved with hard surface or has a gravel surface that makes

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

OF AMERICA

405 SECOND AVE.

(INCORPORATED)

DALLAS

'phone for Advertising in Dallas' Out-
standing Business Publication 2-5425

YOU

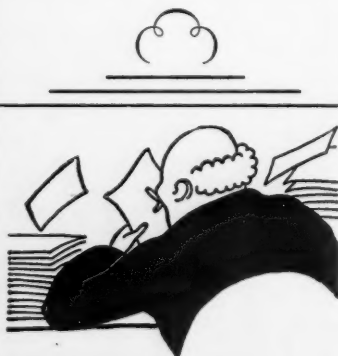
**CAN SECURE
AN OFFICE IN**



*The Dallas
Cotton Exchange
Building*

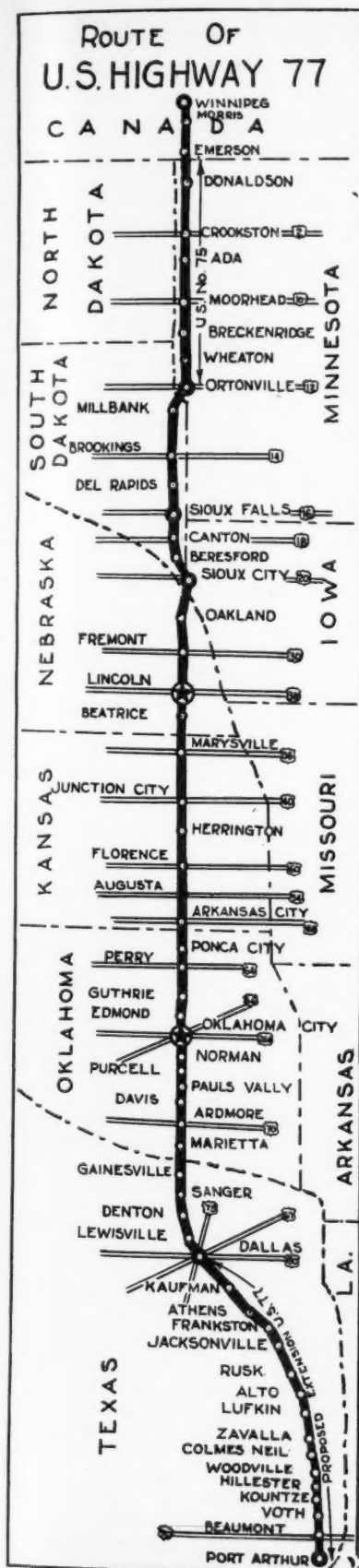
Attractive Rental Rates

Telephone 2-5121



BUSY, EH?

Well, there's no need
to neglect those of
your family who are
out of town. Long
distance telephon-
ing is fast, friendly,
simple and cheap!



it passable for traffic during all weathers. The paved section from Red River across Oklahoma to Newton, Kansas, a distance of 350 miles, is said to be the longest unbroken stretch of concrete pavement west of the Mississippi River.

The new free bridge across Red River north of Gainesville, recently built by the States of Texas and Oklahoma and the Federal Government at a cost of \$350,000, is scheduled to be formally opened for traffic September 1, 1931. At that date the approaches will be completed and the contract which the States have with the company owning the toll bridge nearby will have expired. The traffic count made by the State Highway Commission during the summer of 1930 showed that U. S. Highway 77 was the second heaviest traveled highway entering Dallas, being exceeded only by the Dallas-Fort Worth Pike. With the paving of the Lewisville Gap and the opening of the Gainesville free bridge, this traffic will undoubtedly be greatly increased.

Jack Harper

(Continued from page 11)

Exactly twelve years ago, Mr. Harper went to Chicago and bought a complete equipment for an engraving plant. Vernon Snow was his first partner and the company was called the Harper-Snow Engraving Company. About one year later Mr. Harper bought Mr. Snow's interest in the firm, changing the name to the Harper Engraving Company. In the Fall of 1923, the Harper Engraving Company, merged, forming the Harper-Standard Engraving Company. Eighteen months later, Mr. Harper purchased all of the stock of the firm, and still retains all of it. The volume of business handled by the company grew steadily during the five years ending July 1, 1931, when the depression "took matters in its own hands."

Jack is a 32nd degree Scottish Rite Mason and Shriner. He is a member of the Kiwanis Club, Exchange Club, Society of American Magicians, the Dallas Chamber of Commerce and the American Photo-Engravers' Association. Jack is also a member of five State press associations (Texas, Oklahoma, Louisiana, Arkansas and Missouri) and several Texas district associations and attends all of their meetings except when the dates conflict.

Yes, Mr. Harper is something of an amateur magician and occasionally puts on little programs.

Mr. Harper's wife was formerly Louise May Acker. He has one child, Louise May, nearly six years old.



Insurance

Insurance is a problem—fortunately, however, it is a problem that can be solved. Each particular building is different from all others in its insurance needs. We have had many years' experience in studying insurance as it applies to real estate. Let us consult with you on this important feature of your real estate investment.



Rentals—Leases—Sales

Insurance—Property Management

109 Field St.

Phone 7-8536

The Pivotal Point of the

DALLAS WHOLESALE MARKET



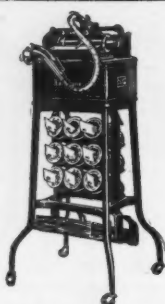
WHOLESALE MERCHANTS
BUILDING

912 COMMERCE STREET

Space available in units
of 250 to 3000 square feet

The home of scores of wholesalers
and manufacturers

2-4511



The Ediphone

Phone
2-6976

Speed! Speed!

—and still more speed is the demand of modern business. Here's a stack of mail to answer—there's a report to dictate—salesmen's instructions to get out—new work is always crowding old—UNLESS . . . —you start getting action! That letter? Just reach for your Ediphone receiver—and get it out! That new sales plan? Dictate it now while it's fresh in your mind! With your Ediphone—always by your side—you take work in a smooth, easy stride.

THE EDIPHONE CO.

Construction
Building

Other things being equal ▲

**The Ad that Attracts
the most readers is
the one that Attracts
the most business.**

JAGGARS-CHILES-STOVALL
Typographers

Henry Nuss BOOKBINDER

PAPER RULER and STAMPER

Blank Books

Loose Leafs and Binders
made to order

7-5561

416 S. ERVAY



**Atlas Metal Buildings
for Every Building Need**

Atlas Metal Works
Dallas, Texas

FRED L. LAKE & CO., Inc.

Rubber Stamps



STENCILS
SEALS
METAL
CHECKS

1015 Elm St.
DALLAS

S. KOENIGSBERG

INCORPORATED

Tailors & Importers

*Now showing suitings
for summer wear.*

Come and look them over
at your earliest convenience.

1306½ MAIN ST.

PHONE 7-1653

Texas--Present and Future

(Continued from page 21)

But that is not all. The normal increase in population through excess of births over deaths in the United States during the past ten years was 7.4 per cent. Any place that did not increase as much as 7.4 per cent in population during the past ten years is a place from which people are moving away faster than they are moving there. There was 16 such cities of more than 100,000 population—cities which did not gain 7.4 per cent in population during the past ten years, and only two of them were outside of the fourteen states in the north-eastern corner of the country. These two were St. Louis and Duluth, Minn. Of the other fourteen, ten gained less than five per cent in population. These ten cities were Boston, Mass., New Haven, Conn., Bridgeport, Conn., Scranton, Pa., Paterson, N. J., Trenton, N. J., Camden, N. J., Cambridge, Mass., Reading, Pa., and Lynn, Mass. The other four cities from which people are moving away were Philadelphia, Pa., Newark, N. J., Jersey City, N. J., and Providence, R. I. They are coming this way and we must make ready. This shifting of population which already is under way shows which way the wind is beginning to blow.

Today is a new order of things and cities and states receive the greatest benefit that adapt themselves to the demands of the new business day. The old principles will remain as axiomatic truths, which we will not abandon but we will apply them differently and for a more progressive purpose. Business charts are changing. People buy their requirements within their means, but they buy them differently as compared to the way they used to and so do you. This change in our methods has remade the business chart of the United States. No longer, except in rare instances, can a factory in New England serve as satisfactorily, far off Texas and the Southwest as that same factory used to. This fact, in the principle application, is going to gradually bring about a new order of doing things. It is going to mean Texas factories or a Texas distribution or part, if not all of that business, will be lost. It is these things that have quickened the step of industry towards Texas and it is these things that will increase her industrial production and bring it up nearer an even balance with her other great basic resources.

The result will be gradual but it will be certain. Every figure indicates unmistakably the inevitable trend and we will manufacture and do the things we can do best. For we must always compete with those that can do a thing best.

Industry will come to Texas, for no other reason than it can in a great number of instances, do best and that is a good reason.

We are just now ready for this industrial expansion, so necessary, in my opinion, to our maximum future development. First, we have learned a lot about it yet have much more to learn.

Great Net Works of Transportation—Cheap Power—Natural Gas, etc., for fuel. The labor question is constantly being solved. And, most of all, a happy healthy people. The net basic result from these essentials being that in Texas we can do the things we ought to attempt to do as good or better than they can be done elsewhere and it is on this principle that we must make our objective if we desire that to which we are entitled—SUCCESS.

Ten and twenty-five years ago, the financing of meritorious enterprises on a sound basis was a constant barrier. Today, as in other things, our people have changed and today our people own in the total aggregate, more good bonds bought for investments than they ever owned before in the history of the State and today our people can raise more cash, without writing a check, or selling an acre of land or real estate or selling a single head of live stock than ever before, for the reason above stated, simply meaning that they have diversified their investments. This is a natural industrial trend for industry must be financed. It cannot just happen. And permit me to point out that all of these industrial manufacturing opportunities do not lie in the large cities. The smaller towns have their equal chance as is illustrated throughout any industrial country for again the new order of things has been applied for it does not now matter so much with you and me "Where Is It Made" but "How Is It Made"—quality and price. In the older order of things, it was somewhat different. The application of the difference makes for equal opportunity, ingenuity, application and skill.

My vision of Texas of the future is truly the greatest state of the Union from the standpoint of an even balanced diversified resource. A one-crop country is dangerous. A one-industry city is dangerous. A one-industry state is equally dangerous. An illuminating example of this today is what we term the industrial East but the future Texas that I see and in which I have an unbounded faith will be a new State in the Union of States in the matter of evenly diversified and evenly balanced resources.

Agriculture, timber, minerals, manufacturing industries, economic fuel, live



Printing As A . . . Business Partner

At the Twenty-Seventh Annual Convention of the Advertising Federation of America it was proven that advertising leads the way to better business. Hand in hand, advertising through the printed word and business through product-selection, march on to merchandising success. Executives still find themselves powerless to direct the trend of business without inspiring public confidence. Without the benefits of advertising the fickle public stampedes to financial depression. . . .

Printing is the medium through which trading desires are renewed. Printing is truly a business partner. It helps to get business and it works to produce it efficiently. How many of us have been overlooking the helping hand to business—printing? . . .

Now is the time to plan a series of mailings—personal mailings—the kind that reflects the brighter side of life. Direct-mail is a real force in merchandising but like everything else it must be GOOD to command attention. The Southwest Printing Company specializes in its prepa-
roughness. The Printers' title EXTRA VAL-
ing printing pro-
is yours with-
will telephone



ration and thor-
"More than
means THAT
UE in advertis-
duction which
out cost if you
2-9224. . . .

Southwest Printing Company

COWAN -- VAN HUSS -- MALONE

Telephone 2-9224

CONVENIENTLY LOCATED AT 917 CAMP ST., DALLAS

Buyers' Index

Accountants

Barrow, Wade, Guthrie & Co.
(Established 1883)

ACCOUNTANTS AND AUDITORS

Offices in the principal cities of the
United States, Canada and Europe

DALLAS, TEXAS HOUSTON, TEXAS
711 Santa Fe Bldg. 1421 Esperson Bldg.
Telephone 7-6259 Tel. Capital 6515

Architects

Dewitt & Washburn

ARCHITECTS

1228-29 Kirby Building

DALLAS

Members American Institute of Architects

Awnings

AWNINGS
ALLISON AWNING COMPANY

Thos. J. Allison

Formerly doing business as
Clifton Awning Co.

PORCH AND LAWN FURNITURE
7-3454 2624 Commerce St.

Awnings

Best Known
Known as the Best
Largest and Oldest Awning
Company in Dallas

DALLAS
TENT & AWNING CO.
3401 Commerce 7-2119



Blue Prints

JNO. J. JOHNSON



Blue Prints

2-8084

2-8084



107 Construction Industries Bldg.

Bookbinders

A Better Dressed Catalogue
or Sales Manual Will Increase Sales
ASK



**American Beauty
Cover Company**

TO ASSIST YOU
Covermakers — Bookbinders

1902-8 Orange 7-5179 DALLAS

Business Colleges

FOR FORTY-FOUR YEARS
We have been supplying the business men of Dallas with competent
Bookkeepers and Stenographers.
Phone us to send you a good one.

Metropolitan Business College
Phone 2-3534 Dallas, Texas

stock and its by-products, its varied and diversified soils and climate, its modern economical and efficient methods of transportation, its great ports, its people and their training and culture plus all of the natural and existing desire to make it continually greater.

If I am wrong, tell me what country in the world possesses all of these things — basic and essential — practical and sound. *That is called a state.*

And so we meet here today with our eyes as dim as those of 25 years ago. What man among us that could see 25 years ago, what that same man if living could see today. This is a day when we must see if we are to progress. This is the day we must know, understand and have faith in our own state, if we are to have the development that we should have. This is the day when we should light the lights that vision lights, that we may see our way. This is the day we should believe in TEXAS as our forefathers who wrought well believed in Texas and from the place we stand today, the future lies before us and as Texas came into the Sisterhood of states, so will she remain and become the outstanding evenly balanced agricultural and industrial leader of the Union of States.

...

Recent Legislation

(Continued from page 9)

"(3) Peddlers of literature, newspapers and periodicals; or

"(4) Manufacturers selling products manufactured by them.

"(d) The county and district attorney shall enforce the provisions thereof. The sum of \$2,500, or so much as is necessary, is hereby appropriated out of said funds to the Comptroller for plates, stationery and other necessary expenses.

"(e) If any person, for himself or as representative or agent of another, shall act as a peddler, as defined herein, without having a valid license and having paid the tax as provided herein, he shall be guilty of a misdemeanor, and, upon conviction, shall be fined in a sum not exceeding one hundred dollars (\$100.00), or by confinement in the county jail not exceeding thirty (30) days, or by both such fine and imprisonment, and a county or district attorney or Attorney General, may enjoin any such person from peddling in violation of the provisions hereof.

"(f) If any person pays the tax under subdivision 2 hereof, he shall not be required to pay the tax under this subdivision."

Buyers' Index

Collections

ZUBER & ZUBER

Wholesale Collections

408 Santa Fe Bldg.

Established 1918

C. B. ZUBER

F. M. ZUBER

Engravers

Mason Engraving Co.
DALLAS

STEEL AND COPPER

PLATE ENGRAVERS

AND EMBOSERS

TO THE TRADE ONLY



Insurance

In 1907 as in 1931

"A Good Agency to Do Business With"
Insurance of All Kinds

JOHN R. HANCOCK & CO.

Suite 909-910 Southwestern Life Bldg.

Phone 2-4543 Dallas, Texas

Member of the Chamber of Commerce

Janitor's Supplies



**Janitors
Supplies**

Everything for Cleaning

H. B. MEYER & SON

525-527 N. Akard St. 7-2844

Labels



Photographers

HARRY BENNETT

COMMERCIAL PHOTOGRAPHY
(Successor to RAYMOND STUDIO)

2108 McKinney Ave. Phone 7-4906

We photograph anything anytime

Photographers

FRANK ROGERS

Photographs For All Purposes

712 Elm Street

Phones 2-8026, 2-8027

Photostats

PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or
Reduced of any Written or Printed Document,
Legal and Commercial Papers, Letters, Drawings,
Maps, etc.

JNO. J. JOHNSON

1912 N. St. Paul St.

2-8067

Buyers' Index

Rubber Stamps

SIEBER
Rubber Stamp Mfg. Company
Manufacturers
SEALS—Corporation—Notary—Wax
STAMPS—Time Stamps—Daters
INK PADS—Self-Inking—Machines
1001½ Main St. Phone 7-3976

Safes

WE OPEN ANY LOCK—
MAKE ANY KIND OF KEY
Safes Opened and Repaired
TEXAS SAFE CO.
Phone 2-6369 305 So. Akard

Signs

S I G N S
Any Kind — Any Where
BYFIELD SIGN COMPANY
416 So. St. Paul St. 7-1876

Stationery

PAPER, LEGAL BLANKS,
PRINTING, RUBBER STAMPS
AND SEALS
MARTIN STATIONERY CO.
"Serves You Better"
WE DELIVER
Phone 2-1992 910 Main Street

Surveys

Myers, Noyes & Forrest
CONSULTING CIVIL ENGINEERS
1107 Mercantile Bank Bldg.
DALLAS, TEXAS
Surveys, Investigations and Reports

Typewriters

JOHN SCHWARZ
Phone 2-5708
Dallas
Typewriter
& Supply Co.
Standard and Portable
Typewriters
1519 Commerce St.



Typewriters

S. L. EWING
COMPANY
TYPEWRITERS
1606 Commerce
2-3026 Dallas



Wrapping Paper

TEXAS PAPER CO.
Wrapping Paper,
Bag and Paper Boxes
DALLAS 2-7148

Industrial News

(Continued from page 10)

Aldrich Durant, vice-president, in charge, and established division offices in the Slaughter Building.

Talko Petroleum Corporation, incorporated by W. F. Meeks, C. D. Davis and J. C. Fram, authorized capital stock 200,000 shares no par value; to operate in East Texas.

Texas Plumbers Specialty Company, 701 South St. Paul St.; wholesale plumbing supplies. Dan Craven, manager.

Trembly Manufacturing Company, 3609 Perry Avenue; pants manufacturers.

Ty-Tex Oil & Development Co., incorporated by J. K. Phillips, C. A. Barns, and others, \$30,000 authorized capital stock.

Valvoline Oil Company, New York, N. Y., with Southwestern division offices in the Magnolia Building, established a warehouse at 1800 North Market Street.

Western Royalty Corporation, organized by J. K. Brooks, H. R. Altick, Jr., and J. L. Flowers; authorized capital stock \$10,000; oil royalties.

Western States Royalties Company, Chicago, Ill.; secured permit to do business in Texas: O. J. Perren, Dallas, State Agent; authorized capital stock \$100,000 and 10,000 shares no par value.

H. W. Zweig Company, 719-A Santa Fe Building; manufacturers' agents; H. W. Zweig, manager.

A Nice Letter

The following letter to Vice President and General Manager J. Ben Critz was received from Claude L. Littlepage, superintendent of the Western Union Telegraph Company here:

"I am happy to congratulate you upon your completion of a most successful first year with the Chamber of Commerce. The success you have had is remarkable. I don't know how a man could help but succeed though, and this is not minimizing the good you have done, with such an efficient personnel as you have.

"Although I have been in Rotary with you for over a year I actually feel that I even know your assistants better than I do you. Whenever I want any assistance from the Chamber of Commerce we always get it and get it promptly. There has never been a single instance when we have had to go to Ben Critz. That kind of an organization is bound to succeed.

"I hope that I may have the pleasure of being considered your good friend for years to come and that Dallas will be honored with you as manager of the Chamber of Commerce."



Beautiful
Office Furniture at
Carload Prices

CHAIRS, SAFES, FILING CABINETS,
DESKS, BOOKCASES, TYPEWRITERS,
ADDING MACHINES, DICTAPHONES,
EDIPHONES, MIMEOGRAPHS,
ADDRESSOGRAPHS, BOOKKEEPING
MACHINES

Bought — Sold — Repaired

Used Office Furniture
Bought and Sold

OFFICE
EQUIPMENT
COMPANY

2-4824 1312-14 Young St. 2-4824

When you'd like
to make an out-of-
town telephone
call, don't think
"it's expensive." It
isn't. It's cheap.



Don'ts For Fire Prevention

Don't go into closets with lighted matches or candles; use flashlights only.

Don't put ashes in other than metal receptacles.

Don't dump ashes near combustible material.

Don't hang electric cords on nails.

Don't use pennies behind fuses in fuse boxes.

Don't let electric wires touch metal or wood.

Don't permit oily rags to lie around.

Don't stand oily mops in closets.

Don't look for gas leaks with a match.

Don't use an open light in looking for escaping gas or in the presence of inflammable liquid.

Don't use paper shades on electric lights.

Don't use sawdust to absorb oil on floors.

Don't use rubber hose or flexible tubing for gas stoves.

Don't throw down lighted matches, cigars or cigarettes.

Don't smoke in bed.

Don't use insecticides or inflammable liquid polish in the vicinity of an open flame or light.

Don't use kerosene or benzine or naphtha in lighting fires or to quicken a slow fire.

Don't use gasoline or benzine to clean clothing near an open flame.

Don't allow waste paper and packing material to accumulate.

A Weekly Fire Prevention Week

A Fire Prevention Program

By CAPT. FRANK C. HEDGEPEETH

BUSINESS today is realizing more and more the benefits which accrue to a community through a successful Fire Prevention Program. A burned out business means the cessation of its weekly payroll. This in turn may affect business conditions generally throughout the entire community. During recent years it has become the custom to inaugurate the activities of the Fall and Winter months by observing the second week in October as Fire Prevention Week. To many, this event may have little significance because to them Fire Prevention Week is "just another one of those weeks."

But a movement such as this which receives the official endorsement of the

President of the United States, through a proclamation to the American people, certainly warrants universal support and cooperation.

It is designed for educational purposes to focus attention upon methods of reducing fire waste, which, in our country, is higher than any other part of the world. Business influence and leadership have unquestionably played a tremendous part in the successful attack on the ravages of fire. Burned property can be replaced, but loss still exists. Business may be regained, but losses from suspended operations cannot always be erased.

It is estimated by authorities well qualified to know that more than seventy-five per cent of all fires in the United States

are due to carelessness or ignorance. Carelessness is a common human frailty, and although inexcusable it is not so much so as ignorance, particularly in a country which prides itself on its efficiency and educational facilities.

Fire waste is an economic problem but it also has its humanitarian side when one considers the heavy loss of life each year.

Publicity is the most important weapon which can be used to bring about a realization that fires are costly to each individual and that ways and means could be made available for reducing fire losses if the general public would but realize that education is the solution of any problem. (Although there has been a decrease

(Continued on page 31)

FIRE

The Nation's Greatest Menace

CHAMPIONS OF FIRE PREVENTION

SECURITIES SERVICE CORPORATION
EL FOOD CORPORATION
DAY & NIGHT GARAGE
MAPLE AVENUE TRANSFER CO.
TEXAS EAGLE REFINING CO.
T. C. LUPTON
CHASE BAG CO.
LAWSON RUBBER CO.
STONELEIGH COURT
CHOCOLATE SHOP BAKERY
SECURITIES CORPORATION OF AMERICA
RIO GRANDE NATIONAL LIFE INS. CO.
A. B. C. TRANSFER CO.
KEELERS CHIROPRACTIC CLINIC
MILLER BROKERAGE CO.
SEAMAN FOUNDRY
E. V. MCCRIGHT CONSTRUCTION CO.
MUNGER FLORAL CO.
TEMPLE MANUFACTURING CO.
ROBINSON-BREWINGTON LUMBER CO.
T. W. DAVIDSON
THE GUIBERSON CORPORATION
AUTOMOBILE UNDERWRITERS INS. CO.
SOUTHERN ICE & UTILITIES CO.
CHAS. A. MANGOLD INTERESTS
MARCY-LEE MANUFACTURING CO.
TEXAS AMERICAN SYNDICATE



Go out under the stars tonight, look up and realize that we burn through carelessness in one year enough value in property to cover each of those stars which you see with \$80,000 of currency and still have a little left over.

Imagine a city of 80,283 modern suburban homes, housing 482,000 persons, destroyed each year mainly through carelessness. \$473,000,000 in 1930, a sum too large for comprehension, represents the actual cash loss by fire in our country. Over a thousand dollars a minute. This colossal sum, almost one-tenth of all the money in circulation in the United States in 1930. Represents the interest on ten billion dollars. It means that this ten billion dollars must stand still each year to produce enough to make up for our losses. It would pay the President's salary and the entire expense of the executive office from the time Columbus discovered America up to the present time.

The fire loss in 1930 would build the Brooklyn Bridge and buy and run over it a stream of Fords more than a thousand miles long. It costs us annually one three-hundredth part of all our national assets to pay our fire losses and the protection necessary to protect us from greater losses—this loss is surely astonishing. That in money alone, and in life an army of over 10,000 men. Take the crowd at one of our big ball games, say 60,000 persons, and as they file out strike down every sixth man and you will have the casualties in the United States each year by FIRE.

Trinity Canal

(Continued from page 8)

lars and storing sufficient water to keep the river open to a depth of nine feet and a width of a hundred and fifty feet? If they lack that vision, have they sufficient civic pride to drive to these lakes and inspect them? They are practically completed and offer mute testimony that will not permit denial that the water needed for canalization purposes is available.

Tonnage figures pertaining to the economic justification of the canal movement are a matter of record. Again the question of civic interest? Have Dallas business men made any study of these figures or will they, provided they have not? Do they realize, for instance, that canalization of the Trinity River affects not alone Dallas and Fort Worth, but the entire state? Do they know that during the period of between the years 1910 and 1925 the value of manufactured products in Texas increased from \$272,895,635 to the staggering total of \$1,206,579,962? Cold figures, perhaps, but canalization of the river judged from its economics is a matter of cold figures, and what an inspiration these cold figures teach in the manufacturing field alone!

How the picture has changed since the days during which the foundations of

this southwestern empire were laid. Today Texas and the Southwest are admittedly the outstanding industrial frontier of the nation. During those early days there existed a raw land awaiting the work of the builders. Today Texas and the Southwest admittedly hold dominating positions in the field of agriculture. In those early days there were but sparsely settled farms and ranches. Today Texas and the Southwest are a great and wealthy empire. When past efforts were underway to canalize the Trinity River this entire section was still primitive compared to its present day prosperity and development—and yet—even then the courage, the vision and the civic pride which drove our leaders of that day, and which gave us the proud heritage we now enjoy did not once falter because, laboring under all these handicaps—they brought the Harvey from Galveston to Dallas with a cargo by way of the Trinity River! Here is a challenge from the past. It will not be denied—it cannot be sidetracked. Let us accept this challenge, along with this splendid heritage.

■ ■ ■

Probably the month's best is the British schoolboy's definition of "etc.": "Something to make people think you know more than you do."—*Terre Haute Tribune*.

SCHOOLAR, BIRD & McCULLOCH

C. H. Schoolar, C. P. A., President
George H. Bird, Sec'y & Treas.

Established in the Southwest
Twenty-three Years

AUDITS . . . SYSTEMS
TAX SERVICE
Santa Fe Building Dallas, Texas

A Complete Banking, Trust and
Investment Service

The
Republic National Bank
and Trust Co.
Dallas, Texas

Anderson Clayton & Co.

Cotton

Fire Prevention

(Continued from page 28)

in the amount of property destroyed by fire in Texas in the last five years, we are still sending far too much of our wealth up in smoke, and since each individual receives protection and enjoys certain privileges from the State, he should be obligated to conserve the property of the community and should be held personally liable for preventable fire. Manufacturers, warehouses and stores that keep their places clean and observe the well known fire preventative measures must pay their share of the huge losses of other establishments where carelessness prevails. Thus, the old problem of Fire Prevention is not only that of direct responsibility in our own business homes, but an indirect responsibility for the burning of our neighbors' property as well.

In New York, Fire Prevention is taught in the schools. Lectures are given in public, in clubs, churches, civic bodies, community centers and in parent organizations, and that, with public cooperation everywhere, is the best way to get the desired results in reducing the Fire Hazards of Texas.

Contact Men of Retailing

(Continued from page 18)

selling. Many of them are paid in part on the commission basis, and the more they sell, the more money they get. Even those that are on straight salary have no trouble in seeing that greater efficiency will mean greater pay. There are very few people who aren't willing to lend a shoulder to the boosting of their own salary checks. Besides, the average person takes considerable pride in doing a job well regardless of pay. The conclusive argument is that practically everywhere the training has been tried, the salespeople actually have been willing to cooperate.

It is significant that the same retailer who did not find it worth his while to give some attention to the training of his clerks complained bitterly about the effect of the depression on his business. There could not be any more logical outcome of his attitude. The retail establishments that best weather the storm are those that get intelligent cooperation from their salespeople, and through them the loyalty of steady customers.

Members of the Chamber of Commerce interested in modern retail methods may obtain valuable information at the Dallas district office of the Bureau of

Foreign and Domestic Commerce, in the Chamber of Commerce building.

■ ■ ■

Charles Mills

(Continued from page 11)

vertising League. He is now president of the Advertising League. He is a Captain in the Reserve Corps and devotes much of his spare time to working for the development of the R. O. T. C. and similar organizations.

He is a firm believer in national defense, having seen in the years spent in the army what may happen to a country that attempts to uphold its standing in the world without proper military preparation.

■ ■ ■

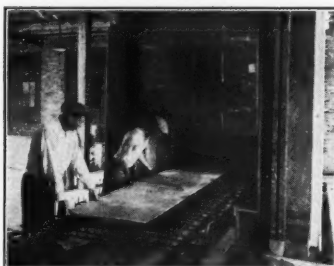
J. P. Smith

(Continued from page 11)

complete without a list of hobbies—for the simple reason that these give a most accurate description of the man.

Hobbies: Golf, reciting stories of his son's accomplishments, drinking coffee, and participating in informal gatherings with such friends as Beeman Fisher, Sam Harben, John Lubben, Joe Kempton and Frank Shoup.

The Hottest Spot in All of Texas



Is Right Here In the City of Dallas

ADVERTISING
SIGNS
IDENTIFICATION
SIGNS
TRUCK SIGNS
WARNING SIGNS
STREET MARKERS

IT'S the giant furnace in Texlite's porcelain enamel plant, kept at white heat day and night. Into this inferno, Texlite Signs go to be fused. Here, the steel and porcelain melt together. That's why Texlite Porcelain Signs can't fade, or peel, or rust; why they are good for 10 to 20 years.

Have a Texlite man tell you the full story before you purchase a sign of any kind.

R. R. STATION
SIGNS
DEALER SIGNS
PORCELAIN
ENAMEL ELECTRIC
AND NEON SIGNS
ROAD SIGNS

TEXLITE
4112 COMMERCE

**PORCELAIN
ENAMEL**

SIGNS
PHONE 8-8188

HERE is the BIG IDEA



Why not take off the
"Grim" and put on the "Grin"?



A lot of the boys are "singing the blues" --- going around with long faces spending a lot of time talking about giving the country back to the Indians. Business is "down to earth"---moratoriums have been signed. Let's quit talking about the good old days and "go from here". Business is going to the fellows with their heads up, who are putting names on the dotted lines---by cheerful hard work. Put on the "Grin"---it will pay dividends.

THE DORSEY COMPANY

MANUFACTURING STATIONERS, PRINTERS
LITHOGRAPHERS, OFFICE OUTFITTERS

Commerce to Jackson at Poydras

y